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JUNE 2026

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A woman with long brown hair, smiling, wearing a red and white vertically striped, strapless, floor-length dress. She is standing on a concrete deck next to a swimming pool. The background shows a clear blue sky and some greenery.

Misti Bray

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PAGES 6-7**

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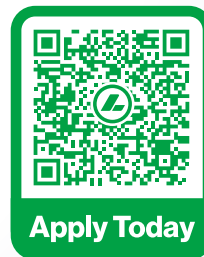
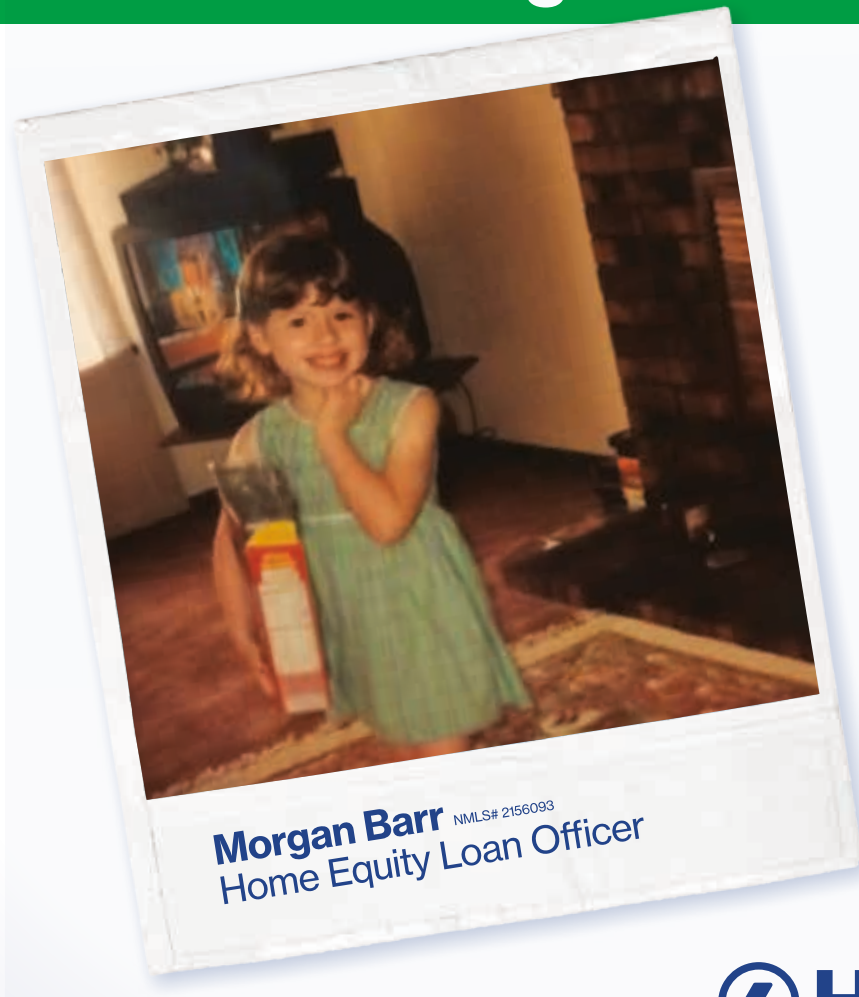
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**UNLOCKING THE
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STANDARD
OF REAL ESTATE**

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

On closing day, buyers are usually in motion—moving through paperwork, getting keys, and heading quickly toward the next chapter. Every so often, a client lingers a little longer because the moment carries more weight than expected.

Misti Bray describes such a moment at one of her recent closings. The couple had spent years working toward owning a home, unsure whether it would ever happen. When they finally sat at the table, the paperwork was secondary to what it represented. “They were in tears at closing,” Misti recalls. “Experiencing that moment with them is why I do what I do.”

Long before Misti stepped into real estate, she helped people through complicated, often emotional situations. She earned her degree in social work from Lubbock Christian University and began her career in foster care as a case manager. Later, she returned to school, entered the education field, and spent years teaching middle school history and English. Both roles demanded patience, consistency, and the ability to meet people where they were, even when the path forward wasn’t clear.

When Misti entered real estate in March 2018, she brought her instincts with her. For two years, she balanced teaching during the day while building her business at night and on weekends. The demanding season was also abundantly fulfilling. Her son was heading into his senior year of high school, and her daughter was starting her freshman year. “It was a season of life where family milestones really mattered,” she says.

Eventually, the pull toward real estate became stronger. She had already spent years guiding people through decisions that carried long-term impact. Buying or selling a home felt like a natural extension of that work. Over time, that path led her to something she hadn’t originally set out to do: build her own brokerage.

That vision became Platinum West Realty.



“REAL ESTATE IS PURELY RELATIONAL TO ME. I LOVE MY PEOPLE FIERCELY.”



From the beginning, Misti wanted a place where relationships carried as much weight as production numbers and where agents could grow their businesses without losing sight of the people they served. “Real estate is purely relational to me,” she shares. “I love my people fiercely.”

Misti stays closely involved with her clients, often well beyond closing. Former clients sometimes call her months or even years later, whether they’re ready for another move or need a recommendation. Some of those calls come from former students she once taught who are now reaching out as adults, ready to buy their first home. “Getting calls from those students who are now able to purchase their first home and think of me is such a huge compliment,” she comments.

In a competitive industry, Misti also pays attention to how relationships between agents shape the outcome of a deal. She’s built strong connections across the Lubbock market and values the role those relationships play in keeping transactions moving forward.

Even with that experience, the work still comes with challenges. Some deals take unexpected turns, timelines shift, and uncertainty is inevitable. On those days, she returns to the same motivation that pushed her into the business in the first place. “Behind every transaction is a person or family who is trusting me,” she says. “That responsibility motivates me to keep showing up and doing the work.”

Her approach hasn’t changed much over the years, though she admits she would adjust a few things if she were starting again. Confidence is one of them. So is protecting her time, something she says she’s still working on.

Work-life balance matters at home. Misti and her husband, Clint, have been married for nearly 27 years. Their son, Vance, works alongside Clint at Buster’s Gin, where Clint has managed operations for 17 years. Their daughter,



Meagan, attends Angelo State University and works full-time as well. The household also includes three dogs.

The family rarely sits still. Fishing trips are a favorite for the boys, while beach getaways top the list for everyone, with Jamaica standing out as a go-to destination. They also make time for a couple of Vegas trips each year, drawn in by a shared love of blackjack and craps. Closer to home, Misti finds her reset by the water—a place where she can truly unwind and recharge.

Looking ahead, Misti commits to serving clients well, growing the brokerage with the right people, and staying true to the values that shaped the business in the first place. She’s also excited about her newest role. In May, she was sworn in as a CASA advocate, representing children in the region and continuing her commitment to service differently.

Misti hopes to be remembered as someone who showed up consistently, even when it wasn’t easy, and for the kindness she brought with her each time. Her fellow agents and clients notice the qualities most, and they are always visible on closing day, when the journey behind each move quietly comes to the surface. ❏

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More About Misti

- A Royal Family, JFK, and mob history enthusiast
- A true crime junkie who has seen every episode of *Dateline*
- Buffalo Bills fan through and through
- Kenny Chesney superfan—No Shoes Radio is always playing
- Precious pups include KC (named after Kenny Chesney), Brody, and Hazel
- A beach-first travel mindset, with Jamaica holding the top spot for favorite getaway

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FROM Dirt TO Deals

**Sami Jo
& Danny
Ewing**

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

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Before she ever sold a home, Sami Jo Ewing climbed into a truck, earned her CDL, and refused to slow down. "I got my CDL when I was eight months pregnant with our now 3-year-old," she shares. "I drove until the day before I had him and went back six days later."

That instinct to step forward, take on challenges, and keep moving forward defines Sami Jo and Danny Ewing.

Danny began his real estate path in 2020 in California's Central Valley, but he built his work ethic long before that. At 15, he poured concrete after school, then repaired rental equipment at a ski resort during winters. He later sold memberships and training packages at Bally Total Fitness before launching a mobile detailing business for semi trucks in 2009. By 2011, he'd bought a cattle trailer and hauled for dairies, then expanded into breeding dairy cattle and opened a ranch-direct beef store with Sami Jo.

“WE LEARNED THAT WE WORKED ODDLY WELL TOGETHER.”

Before real estate, Sami Jo worked in her father's flooring business, then joined Danny in trucking. She built relationships, brought in customers, and grew the business.

They moved to Texas in late 2023 and arrived in New Home



without knowing anyone. "We just picked a spot on the map," Sami Jo says. They brought with them experience with land, people, and hard work.

For Danny, real estate followed naturally from his existing relationships. "During my tenure in the dairy business, I met a lot of dairymen, farmers, and ranchers who wanted to purchase farm ground and investment properties," he explains. "I got my license to help them. A lot of dairies also went out of business, so I saw a prime time to enter real estate."

Sami Jo's path came from firsthand experience. "We had some great experiences and horrible experiences with agents ourselves," she says. "The horrible

experiences made me want to make sure no one else went through that experience." She started selling land and quickly built a strong passion for it.

Their partnership extends into every part of their business. Danny once believed working together might strain their relationship. "He told me we would never work together," Sami Jo recalls. "That didn't last long. We learned that we worked oddly well together."

That rhythm carries into their client work. Danny points to his first Texas listing, a \$2.8 million feedlot, as a defining moment. "Curiosity got the best of me," he says, describing how he and Sami Jo stopped to inspect an overgrown property. They



Danny Ewing At a Glance

- **Go-To Meeting Spots:** The Plaza on Slide Rd., Cook's Garage, The Spot in New Home
- **Fun Fact:** Former bodybuilder who competed in Strongman competitions pulling trucks and flipping tires
- **On Success:** "When someone can tell someone after I'm long gone, 'He was a friend of Jesus.'"
- **Dream Direction:** Aviation-related real estate
- **Gratitude:** "We would not be anywhere remotely close to where we are if we didn't put 100% of our faith in Jesus and practice biblical principles. We are grateful for the Hensley and Martin families for trusting us the way they have."

tracked down the owner, met at a local cotton gin, and secured the listing. After many showings and extensive cleanup, the property is set to close in June.

They stay closely involved with the land they sell. "We take clients around in a fully enclosed Can Am six-seater to show land and houses," Danny says. That hands-on approach reflects his deep knowledge of farm and ranch real estate.

Sami Jo brings her own strengths to every deal. One client says, "She always tells you the truth, fights

for you at every step, guides you through the process, and makes sure you understand everything so you can make informed decisions. Her responsiveness, communication, and commitment to her clients stand unmatched."

Their shared faith anchors their work. "God put us here for a reason," Danny says. "When the going gets tough, I remind myself that He shows us this for a reason." Sami Jo agrees. "God has blessed us in so many ways," she says, adding that she and Danny are extremely grateful to their broker for taking them in.

Family drives their lives. They are raising three kids, Cutter, Rowdy, and Swayze, alongside dogs, horses, chickens, and axolotls. They spend their free time outdoors, riding, exploring, and building memories.

Looking back, neither would change much except the timing. Danny says he would start sooner. Sami Jo agrees and adds, "I would have started earlier, but this was God's plan, and everything worked out the way it was supposed to." ❏

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CONNECT WITH DANNY
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Sami Jo Ewing At a Glance

- **Go-To Meeting Spots:** Summermoon, Stella's, Cook's Garage
- **Fun Facts:** Born and raised California girl, can do the worm, former barrel racer and rodeo competitor
- **On Success:** "Building a life that aligns with my values, faith, family, and purpose."
- **Dream Direction:** Equine-related real estate
- **Gratitude:** "I met Danny in 2020, and he's been my rock from day one. He's always believed in me and shown me how to believe in myself. I would have never imagined I would get to be doing what we do today, and I am forever grateful. God is so good."

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A CONVERSATION
WITH

JET SEIDEMAN
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WE CAUGHT UP WITH JET SEIDEMAN OF HUB CITY APPRAISALS TO LEARN HOW HIS APPROACH CONTINUES TO SERVE REAL ESTATE PROFESSIONALS ACROSS THE SOUTH PLAINS.

STORY BY
LUBBOCK REAL
PRODUCERS STAFF
WRITER
PHOTOS BY
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For agents just getting to know you, how do you explain what you do?

We are a real estate appraisal company serving the entire South Plains. We provide efficient, accurate, and unbiased property valuations for mortgage lenders, banks, and individuals.

How did you end up in the appraisal world?

I've been appraising real estate for nearly 15 years. I started in Dallas after graduating from Texas Tech, where I found a mentor who trained me early on. The interest started back in college. I was working at a bar when I met a golfer who was an appraiser. He talked about the flexibility of the career and having time to

enjoy life, which stuck with me. Eventually, I moved back to West Texas and started Hub City Appraisals. Looking back, most people who knew me weren't surprised—I've always been independent.

What should agents know about working with you?

Flexibility and experience define my approach. If there's a property in a remote area or a tight turnaround, we figure it out. I've appraised everything from rural homes and earth-sheltered properties to multi-million-dollar estates. Nothing in the South Plains intimidates me. I also try to stay accessible. Appraisals can be stressful on the lending and listing side, so I focus on clarity and communication throughout the process.

When agents bring you tricky properties or value questions, how do you handle it?

My goal is always to be a resource. If someone is struggling with comps or has a unique listing, I'm glad to talk it through. Even when it comes to tough

conversations—like low appraisals—I'll always give an honest opinion. Not every answer is easy, but it should always be clear.

What's been most rewarding about building Hub City Appraisals?

The relationships. When I started in Lubbock, I only had a couple of clients from Dallas. Now I'm fortunate to work with most of the major lenders and banks in the area. At the end of the day, repeat business built on trust and performance means everything.

What does life look like when you step away from work?

There are five of us—my wife, Candy; our daughters, Lake and Fallon; and our son, Avett. We stay busy with sports, Taekwondo, walks with our yellow lab, Arnie, and time outdoors. I still try to sneak in a round of golf when I can. Candy really holds everything together; she's an avid reader, a classically trained French chef, and the backbone of our home.

“
**MY GOAL
 IS ALWAYS
 TO BE A
 RESOURCE.”**
 ”



How do you define success?
 Providing for my family and setting them up for the future and raising good kids who are grounded people.

What do you want your work and life to say about you one day?

I want to be remembered as an honest person who loved his family and friends well. I often think about my grandfather, Richard Cheatham. He was incredibly creative and always present with his grandkids. That kind of presence sticks with me, and I hope to replicate it.

What's something that's really shaped your perspective?

I rediscovered my faith during COVID after a close friend went through a serious medical situation. I prayed every day for his

recovery, and he pulled through. Later, I learned his mother had also been praying—not just for her child, but that it would bring me back to faith. That experience grounded me in a way I didn't expect. ▾

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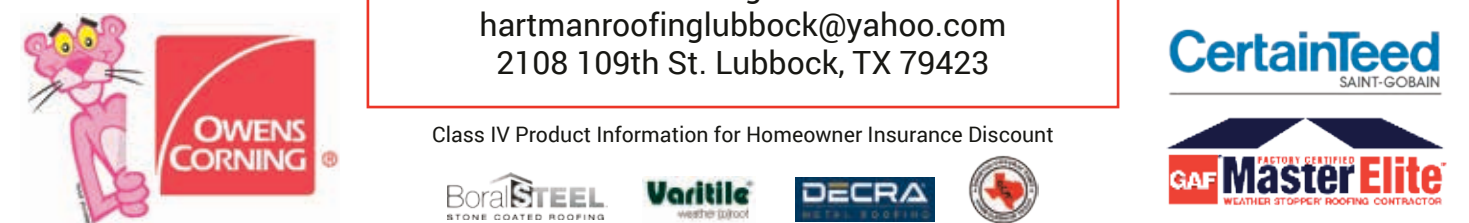
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From CLASSROOM to CLOSING TABLE

Samantha Burton
Aycok Realty

STORY BY LUBBOCK REAL
PRODUCERS STAFF WRITER
PHOTOS BY ROWDIE
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PHOTOGRAPHY



**FOR
SAMANTHA
BURTON,**
*every transaction is
another opportunity to
educate, empower, and
lead people home with
confidence.*

On a weekday afternoon, somewhere between a lesson plan and a showing, Samantha Burton is answering messages, coordinating timelines, and checking in on a client with a few last-minute questions before making an offer. She has grown accustomed to this rhythm. One foot in the classroom, the other in real estate, both demanding attention and both centered around people who need clarity in the middle of important decisions.

Samantha officially entered the real estate industry in August 2020, during a time when most people were slowing down. Schools had shut down, routines were changing, and she found herself at a crossroads. Instead of waiting, she moved forward. She completed her coursework and pursued a path that had been on her mind for years.

Long before she was writing contracts or walking through homes with clients, Samantha was building something else entirely. After attending Northeastern Junior College and later Abilene Christian University, she earned a Bachelor of Science in Education with a Reading Endorsement and Early Childhood focus. Her teaching career has spanned multiple grade levels, from Pre-K through high school. She is currently a Homebound teacher supporting students facing health challenges.

That experience shapes how she works in real estate today. She knows how to slow things down, explain clearly, and meet people where they are. "One of my priorities is making sure my clients feel informed and confident," she says.

Her interest in real estate dates back to her childhood, when she toured open houses and attended Parade of Homes events, drawn to the creativity behind each space. That curiosity became more personal after she experienced the process of buying a home herself. "The joy I felt when we received the keys to our first home was unforgettable, and it inspired me to want to share that same experience with others," she shares.

Samantha fondly recalls one memorable journey that began with a simple conversation at a women's Bible study. A woman she met there had been renting the same apartment for over 20 years and wanted to determine if she could finally buy a home. Samantha walked her through each step—from pre-approval to the search itself—making sure she understood what was happening at every stage. "I will never forget the moment I handed her the keys and she opened the door to her own home for the first time," Samantha remembers. "Tears of joy and gratitude streamed down her face."

Meaningful client stories drive Samantha when the work gets demanding. So does her faith. "What keeps me going, especially on the tough days, is my faith in God and the purpose I feel in serving others," she says. "I trust that He has placed me where I'm meant to be."



Her support system is also an anchor. Her husband works alongside her in real estate, and together, they've built a team on service and consistency. Their motto—Finding the Keys for People's Dreams—reflects how they approach every relationship, with intention and care.

Samantha is intentional about where connection happens—sometimes in a coffee shop, other times at a kitchen table, or while walking through a home.

She pays attention to what makes people comfortable, knowing those environments shape decisions. "I truly believe the actual location is not critical," she notes. "My role is to create a space where my clients feel relaxed, heard, and supported."

Outside of work, Samantha pours into her family. She and her husband have daughters and a growing group of grandchildren who keep their days



“One of my priorities is making sure my clients feel
INFORMED AND CONFIDENT.”

Books She Recommends

- *The Millionaire Real Estate Agent* by Gary Keller
- *Sold/Skill/Scale* by David Greene
- *The God Layer: Faith Lessons in Real Estate* by Ali Ban
- *God Is a Real Estate Agent* by Douglas Lattimore

Podcasts She Loves

- Achieve Your Goals with Hal Elrod
- Women Who Win in Real Estate
- The BiggerPockets Real Estate Podcast
- The Tom Ferry Podcast Experience with Tom Ferry
- The Bible Recap

Did You Know?

- Originally from Kentucky
- Raised as a preacher's kid
- Attended 13 schools from kindergarten through 12th grade



full. Their home also includes three dogs, a cat, and a bird, adding to the everyday energy of family life. When time allows, they gather for meals, travel, or enjoy being together at home.

Looking ahead, Samantha is preparing for a transition. In the next couple of years, she plans to retire from education and focus fully on real estate. She sees it not as a departure from teaching but as an extension of the same purpose. "I'm excited to keep building meaningful relationships, expanding my knowledge, and serving more families," she says.

For anyone navigating a major decision, trust is the turning point—and Samantha earns it. She leads with patience, experience, and a calm presence that steadies the process. She understands the details but never loses sight of the people behind them. ▾

CONNECT WITH SAMANTHA
 806-786-6167
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STORY BY LUBBOCK REAL
PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS,
ALICEA JARE PHOTOGRAPHY
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The Difference Is in the Details

Shelley Horan | American Home Shield

In a business where timing and nuance can make or break a deal,

Shelley Horan

helps agents navigate home warranties and stay ahead of the moments that matter most.

In real estate, things can change fast. A deal that felt solid in the morning can start to shift by the afternoon, especially once inspection reports come back and new questions surface. In those moments, agents lean on the people they trust to help them sort through what actually matters.

Shelley Horan is one of those people. She works with American Home Shield, a company that's been in the home warranty space since 1971. On paper, the idea is simple—coverage for key components of home systems and appliances when they break down. In a transaction, home warranties can benefit both buyers and sellers by saving them money on unexpected, covered repairs.

Shelley didn't plan on building a career in this space. After graduating from Tarleton State University with a degree in marketing, she started in commercial print sales and agency work in the Dallas-Fort Worth area. In 2004, she joined American Home Shield, working in West Fort Worth and building relationships with agents over the years. Then life pulled her in a different direction. In 2011, she stepped away from that role to return to Cross Plains, where she helped care for her father and supported his oil and gas business. Even while she was gone, she didn't completely let go of the idea of coming back. "I wanted my job back if West Texas territory ever became available," she says.

Years later, that opportunity opened, and she stepped back into the role. This time, though, she came in with a different perspective. The work felt less about just providing a service and more about being someone agents could rely on when things got complicated.

A lot of what Shelley does shows up in the middle of transactions where small details can create bigger issues. HVAC systems are an area where she sees problems come up. "A costly refrigerant leak could pop up, and some home inspectors are not required or equipped to check for it," she shares. "After all, HVAC units are one of the most expensive systems in a home."





“Success,
to me, is the positive
impact I make on others
& the value I bring to the
relationships I have built.”

Photo provided by Shelley Horan

Shelley with her son

For agents, Shelley’s insight can make a difference. It helps them prepare clients for what could come up and avoid last-minute surprises that can stall a deal. In some cases, a home warranty also becomes a useful part of the negotiation, giving buyers a little more confidence or helping smooth over concerns that surface late.

Shelley doesn’t see her role as separate from the agent’s work. Over time, she’s come to view it as part of the same process. “Knowing that agents see me as an extension of their team

makes me feel that my efforts have made a meaningful impact, and they trust me to take care of their clients,” she says.

Outside of work, Shelley’s connection to Cross Plains still shapes her day-to-day life. She grew up there, left after high school, and eventually returned years later with her young son. At the time, the move wasn’t easy. “Moving back home and taking my son away from the only home, friends, school, and church he had ever known was not something I planned or wanted to do—and I fought it, hard,” she comments. “At



the time, I could not comprehend God’s plan for us, but my understanding was not essential. My obedience was.”

Today, her son is in Lubbock completing an electrician apprenticeship. When they have time together, they usually head outdoors for trail riding, fishing, or to the mountains. Shelley also likes to travel when she can, and she loves staying connected to her community.

Relationships drive Shelley personally and professionally. “Success, to me, is the positive impact I make on others and the value I bring to the relationships I have built,” she explains. That mindset shows up in how she approaches her work and why people call her when they need a straight answer, especially when things feel uncertain. And in a business where timing, details, and trust can all affect the outcome, that kind of steady presence is crucial. ▾

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Our Real Producers volunteer event at High Point Village was nothing short of incredible. We had such a meaningful time connecting with the Villagers. They are truly amazing, kind-hearted people who radiate so much love. We're already looking forward to doing this event again.

A huge thank you to our sponsors who help make these events possible:

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We're also so grateful to High Point Village for welcoming us—literally—with open arms; our hardworking crew; and everyone who jumped in to help make this day so special. Massive appreciation to our Real Producers photographer, Alicea Mullins, for sharing her incredible talent with us.

A special thank you to One Guy from Italy for the delicious pizza and salad (everyone loved it) and True Title Company for the beautiful fruit trays.

WHAT IS HIGH POINT VILLAGE?

High Point Village is a 501(c)(3) nonprofit organization that provides an enrichment facility and community for individuals with intellectual and developmental disabilities, lovingly called Villagers. Its mission is to create a first-class residential community where Villagers can live, learn, work, worship, and achieve their full potential through the following offerings:

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We are always looking for event ideas, REALTORS® to feature, and businesses that would benefit from connecting with the real estate community. We would love to hear your suggestions.

Kathy Pettit, Owner & Publisher, Lubbock Real Producers
806-368-1526 | kathy.pettit@n2co.com





It's June— Are You in Tune?

BY LAR
PRESIDENT
COLBY NORRIS



June has arrived, which means summer is in full swing. Temperatures are in the triple digits, and so are our “to-do” lists. Between shuttling kids to camp, vacations, golf tournaments, and the never-ending demands of real estate, are you carving out enough time to keep yourself in tune? With more daylight to work with, it's easy to get caught in the whirlwind.

Here are a few strategies to make sure you aren't cooked by the end of the summer:

Prioritize: Not everything needs to happen today. Identify your top two or three tasks each day. Whether you're clearing hurdles related to closings, prospecting to keep your pipeline full, or meeting with clients, make sure you tackle those first. Give yourself permission to push less urgent tasks aside so you can focus on what matters most.

Plan: Summer schedules can get out of control faster than a West Texas thunderstorm. Take a few minutes each day to map out your time. Block off what matters—appointments, family time, and even time to soak up the sun and clear your head. When your tasks are on your calendar, they are more likely to happen.

Purpose: Reconnect with your “why.” Whether providing for your family, helping clients find the right home, or building long-term success, keeping your purpose front and center can help you stay motivated. It's easy to lose sight of the big picture when you're deep in the day-to-day. Take a step back, reevaluate, and give yourself space to reflect on what matters.

Summer will be gone before we know it. Enjoy the sunsets and time at the lake. Just keep yourself in tune and be intentional with your time.

All the best,
Colby

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HERE'S WHAT THE 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

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TOTAL TRANSACTIONS



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