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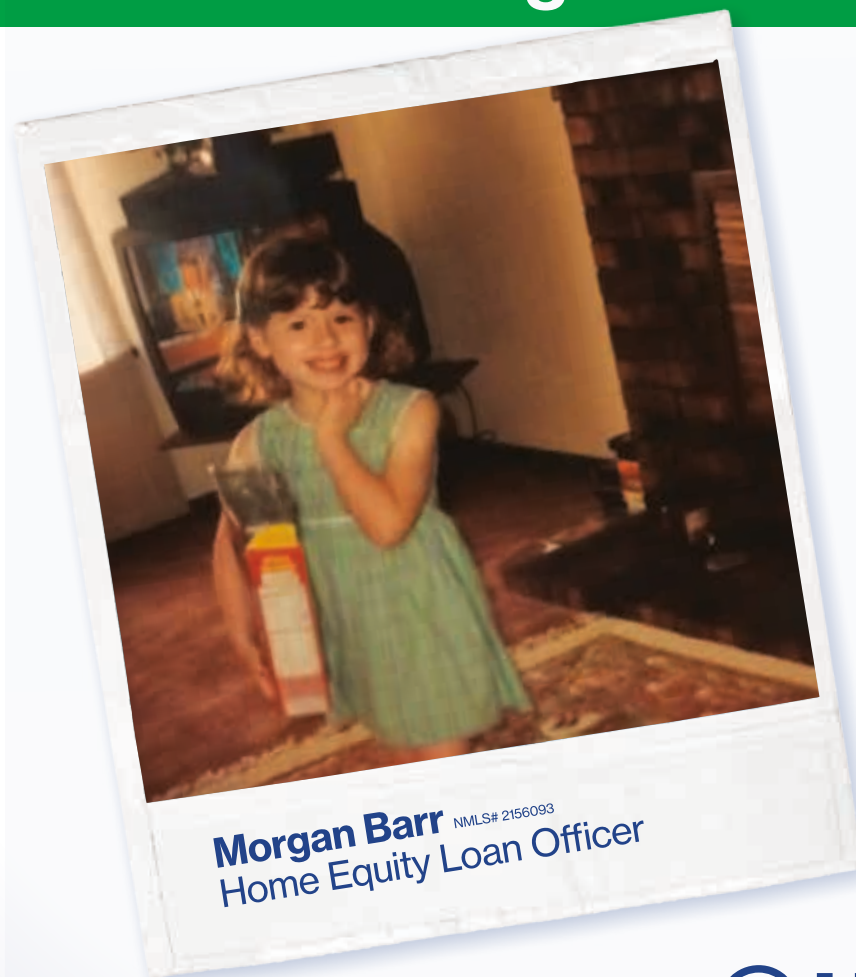
**Siairra
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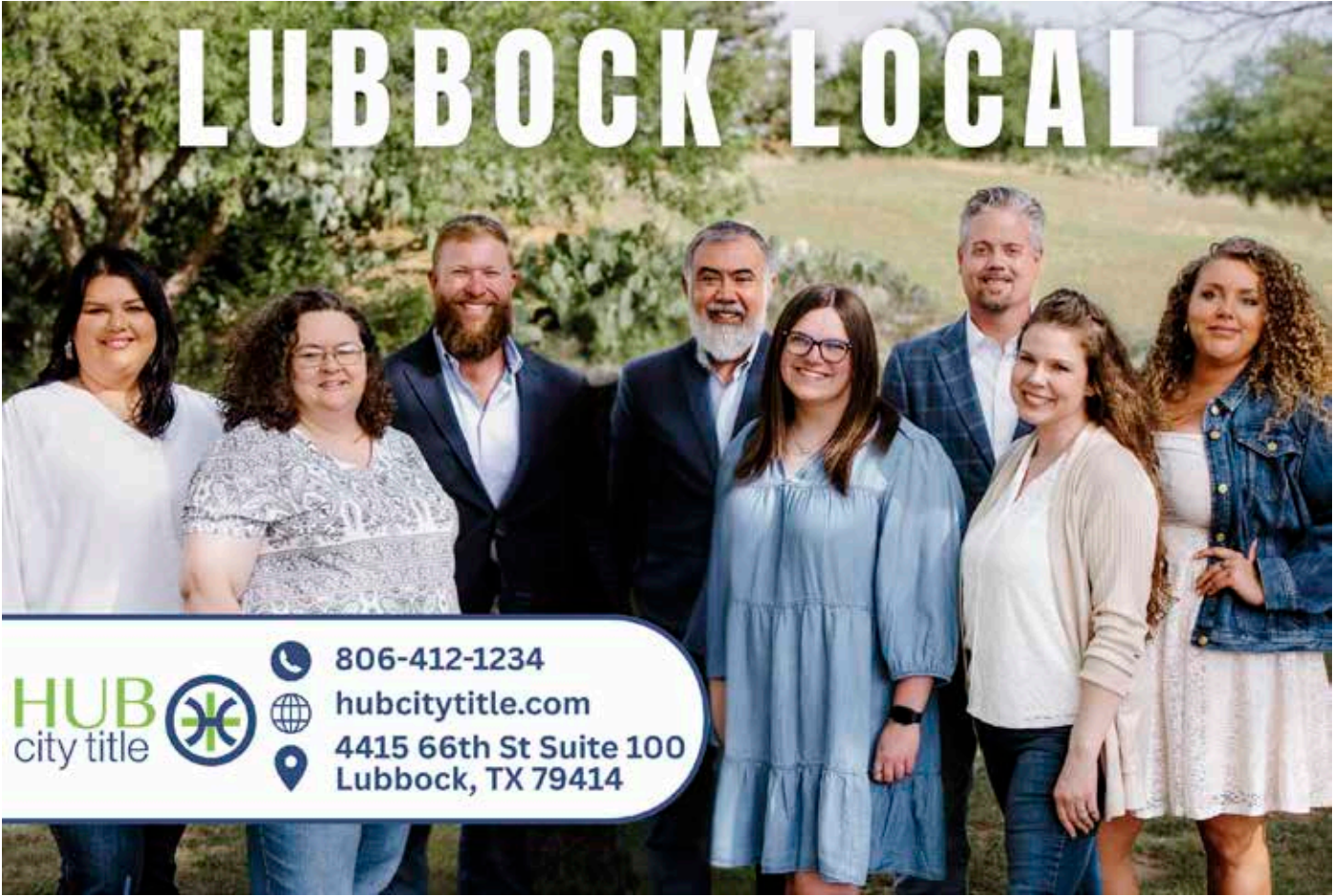
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Siairra Tharp

SOUTHERN MAGNOLIA
REAL ESTATE

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

When Siairra Tharp entered the real estate industry in 2019, she went all in. Long before earning her license, she had already built meaningful relationships and earned trust, especially within the Lubbock community. What started as a natural next step quickly grew into a true passion. “I didn’t ease into real estate,” she says. “I jumped in, learned quickly, and built my business the old-fashioned way—relationships first, reputation always, and plenty of hard work behind the scenes.”

That mindset grew from family businesses and entrepreneurship. In high school and college, Siairra worked at her father’s company, Gaydon Wholesale Lumber, learning how trust and consistency sustain small businesses. Her mother, a social worker and marketer, showed her how thoughtful outreach builds a referral network. Siairra remembers helping prepare client gifts and watching relationships naturally take shape.

Before entering real estate, Siairra studied Biblical Studies at Lubbock

Christian University. During that time, her then-boyfriend (now husband), Preston, encouraged her to start a clothing boutique. The business quickly took off, teaching her the fundamentals of sales, risk-taking, customer service, and sound decision-making. Through the boutique, she connected with local home builders by offering closet staging for the Parade of Homes. “That experience gave me a behind-the-scenes look at the housing and construction world and sparked a genuine love for homes,” Siairra shares. When builder friends encouraged her

to pursue real estate, the path forward felt like a natural next step.

As her career grew, Siairra began to question the brokerages around her. She saw those that excelled in training but demanded high fees and others that offered generous splits with little support. Neither felt right. So she built her own. “I wanted a different approach that didn’t make agents choose between strong training and fair splits,” she details. Just as important, she wanted a culture that felt like family. That balance continues to shape how Southern Magnolia Real Estate grows.

What brings her the most joy is bringing the right people together at just the right moment. She has a natural way of connecting dots, turning simple conversations into meaningful progress. Whether she’s pairing families with builders who truly care about their work or helping agents build strong,

“Siairra is one of those rare people who seems to draw energy from challenge itself. She is a true doer, someone who steps forward instinctively, takes care of people naturally, and finds solutions where others see obstacles. There is a quiet strength in the way she carries responsibility, never as a burden, but as an act of service. She genuinely loves problem-solving, so others don’t have to.

What she’s built is even more impressive when you look at the full picture. She leads a brokerage of 12 agents while also being a wife and a mom of three, including two little ones. To be successful in business is one thing, but to do it while raising a family and staying present in all the ways that matter is a completely different level of achievement. I don’t know many people who do it the way she does.

Despite the weight of her responsibilities, Siairra never stops showing up. She makes time for Texas Tech games, her mahjong nights, her friendships, and genuine connection. She’s a social butterfly in the truest sense, effortlessly connecting the dots between people and building relationships that feel real. Bubbly, positive, and relentlessly driven, she approaches life believing that anything is possible. I don’t think I’ve ever heard her say she can’t do something, and that mindset alone has shaped so much of what she’s built.

Very rarely do you meet people who so deeply love where they live, love the people around them, and love being part of the growth taking place in their community. Siairra doesn’t just witness growth, though; she helps create it. I often wish she could see everything she has built through our eyes. What she’s accomplished, both professionally and personally, is nothing short of remarkable.

Some people lead by title. Siairra leads by heart and action.”

— Britlin Noe, Agent at Southern Magnolia Real Estate



lasting relationships, she finds the most satisfaction in the process—not just the outcome.

On difficult days, support at home carries her forward. Early in her career, when confidence felt fragile, Preston offered something simple and powerful. “When I was a brand-new agent trying to find my footing, Preston would sit me down and make me repeat, ‘I’m a badass REALTOR®’ over and over until I finally believed it,” Siarra reflects. Nearly seven years later, he still does.

Mentorship runs deep in Siarra’s life. Her parents, Spencer and Shantel Gaydon, showed her what work ethic looks like. Owning multiple small businesses taught her that success comes from consistency. Her father-in-law, Sam Scheef, taught her about disciplined judgment and stewardship. Her mother-in-law, Jana Scheef, modeled a sales approach rooted in honesty and straightforward communication. Together, those influences guide how she evaluates opportunities and leads others.

Looking ahead, Siarra wants real estate to support family life, not overshadow it. At home, she and Preston (who runs a successful wealth management firm) have three boys, Kasen (9), Parker (5), and Lincoln (2), plus Baby Henry in Heaven (4). Life is loud, full, and often unfolds at ballfields and Texas Tech games.

The heart behind Siarra’s leadership is simple: Real estate is about building something lasting, with people who matter, and doing it the right way. That, more than any metric, defines her success.

Connect with Siarra Tharp
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“I wanted a different approach that didn’t make agents choose between strong training and fair splits.”





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Haylee Hutto

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STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY
HAYLEE DRESSED BY J. HOFFMAN'S

The first time Haylee Hutto unlocked the door to Jackson Real Estate as a new agent, she carried more than a license—she held a newborn and the understanding that her life had taken an unexpected turn. “I took my real estate exam nine months pregnant with my son, Braden, and about a month after he was born, I went to work,” she shares.



Photo by
Lacey Cates,
Flatland Photo

with my son, my priorities shifted,” she remarks. “I wanted a career that allowed me to be present with him while also providing financial stability. That search led me to real estate.”

Real estate was a perfect fit for Haylee. She explains, “My grandparents owned Jackson Real Estate for over 45 years, and I had the privilege of becoming an agent under the best REALTOR® and broker I’ve ever known—my Meme, Gwen Jackson. She is not only my mentor, but also my very best friend. She worked out of her home the entire time she owned Jackson Real Estate, with a designated office in the house. Each morning, my son and I would head over, eat breakfast she had cooked, and then walk into the office to start our day. I had a crib and toys there, so I was able to work while still being a mom.”

The days followed a steady rhythm: calls, paperwork, showings, and meals. Through it all, Haylee absorbed lessons beyond contracts and pricing. “My Meme taught me everything I know about real estate,” she mentions, “but more importantly, she taught me how to love people well. She showed me how to put clients before myself, how to genuinely care for those I work for, how to love my family deeply, and how to always put Jesus first. I strive every day to live and work the way she taught me.”

Those lessons surface most clearly when a deal becomes personal. Haylee recalls a client preparing to move into assisted living. “When I walked into her home for the listing appointment, she was overwhelmed and nearly in tears, standing in the middle of a lifetime of memories and belongings,” she reflects. “I looked at her and told her she didn’t have to do anything alone, that we would figure it out together.” Haylee connected her with an estate sale professional, coordinated everything, and took that burden off her shoulders. “Seeing the relief on her face knowing she wasn’t



Photo provided
by Haylee

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Her path had already shifted several times. After graduating from Levelland High School, she earned a biomedical sciences degree from Texas A&M. “For a long time, I thought dental school was my path,” she notes. “After spending about a year shadowing a dentist, I realized it wasn’t the right fit for me.”

Unsure of what was next, a friend encouraged her to try teaching. “I obtained my emergency teaching certification and taught algebra at Levelland High School for two years,” she explains. She loved mentoring students but recognized the limits of the role. “When I became pregnant

“My faith and my family ground me and bring me joy, especially on hard days. My happy place is wherever they are.”



alone and that someone truly cared filled me with a deep sense of joy and purpose,” she recalls. “I still go visit her at assisted living. Moments like that are why I do this job.”

When Haylee talks about fulfillment, she doesn’t talk about production totals. She speaks about the people God places in her path—the buyer who never thought homeownership was possible, the client walking through a divorce who needs someone to listen and help guide them forward, the family selling a parent’s home after a loss. She holds those stories carefully. “I truly believe this work is a calling,” she expresses. On difficult days, she narrows her focus. “My faith and my family ground me and bring me joy, especially on hard days,” she stresses. “My happy place is wherever they are.”

Haylee is married to her high school sweetheart, Tucker, her best friend of 18 years. They have two children:

Braden, 9, kind and adventurous, and Emory, 7, sweet, spunky, and full of life. Their family includes two dogs, Brylee and Nala. They love spending time outdoors at their lake house, camping, riding dirt bikes, and cheering the kids on at sports. Off the clock, Haylee enjoys movie nights and long runs. Sentimental yet adventurous, she’ll cry at meaningful moments but also hop on a dirt bike without a second thought.

The moment that set everything in motion 10 years ago was simple. A young mother stepped into a home office with a crib nearby and chose a career that made room for both work and love. She decided to lead the way she was taught, with patience and care. That decision still guides her, and clients feel it when they hear, at the start of a difficult transition, that they are not walking through it alone.

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Ginger Robertson

FIDELITY HOME WARRANTY

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT
PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

After 20 years in real estate, Ginger Robertson recalls watching deals stall over poor communication, seeing clients grow frustrated when the process dragged on, and taking late-night calls when a new homeowner's excitement collided with an unexpected repair. She figured out what helped and committed to being an agent of change.



About 15 months ago, Ginger began her role at Fidelity National Home Warranty. The shift did not take her out of real estate; instead, it kept her close to the parts that matter after the keys change hands. “I was a REALTOR® for 20 years, so I understand the importance of a home warranty company that excels in communication and customer service,” Ginger says. She carries that perspective into every call, every update, and every service request.

Fidelity National Home Warranty provides coverage that helps homeowners avoid the shock of costly repairs. A move already comes with enough expenses, and a home warranty can soften the landing and reduce financial stress immediately after closing. Ginger connects with that mission because she spent years advocating for clients through inspections, negotiations, and closings. She knows how quickly a minor issue can escalate.

When Ginger explains what makes Fidelity stand out, she doesn't hesitate to mention prompt responses, swift action, and clear communication with all parties involved in the service request process. “Fidelity also makes placing a home warranty seamless,” she adds. “I answer my phone and take action for REALTORS® and their buyer or seller requests.” For busy producers, that kind of follow-through matters. A reliable partner keeps minor problems from becoming distractions that steal time and goodwill.

Fidelity's scale supports that reliability. Fidelity National Home Warranty is a Fortune 500 company, and Ginger points to the numbers behind the promise. “They paid over \$90 million in claims in 2025,” she notes. That financial strength affects the day-to-day experience in a way agents can appreciate. “Because we have a strong financial background, we can quickly pay our high-quality vendors,” she explains. Stronger vendors often mean fewer delays, better workmanship, and smoother outcomes for the client whose name is attached to the agent's referral.

Ginger understands how directly service reflects on the person who recommended the warranty. Every call, every schedule change, every resolution becomes part of the client's memory of the transaction. Her role helps protect that relationship by staying available and handling follow-through so agents can focus on the next deal without leaving clients to fend for themselves.



She does not lean on promotions to make the case. “Our pricing and service are exceptional,” she asserts. Ginger worked with multiple home warranty companies during her real estate career, so she speaks from firsthand experience. “I can truly say Fidelity surpasses them all in coverage and customer service,” she comments.

Ginger’s favorite part of the job is the people. She enjoys interacting with REALTORS® she’s known for years and meeting newer agents. She also enjoys education. “I love educating first-time homebuyers and helping buyers who may not have gone through the buying process for many years,” she highlights, “and I get great satisfaction from assisting multiple generations.”

A native of Lovington, New Mexico, Ginger has lived in several states, but she always wanted to come home to Lubbock. In 1999, she moved back with her two children, a son and a daughter, who have since blessed her with seven grandchildren. She married last March and gained four stepchildren, nine grandchildren, and two great-granddaughters. Her weekends fill up with sporting events, shared meals, birthdays, and holidays.

When work slows, she and her husband take care of their flock of sheep, try new restaurants, and head to the Cactus Theatre. “Lubbock has so much incredible musical talent,” she says, proud of the community she calls home.

“Money is not success for me, but, rather, living a life that brings peace.”

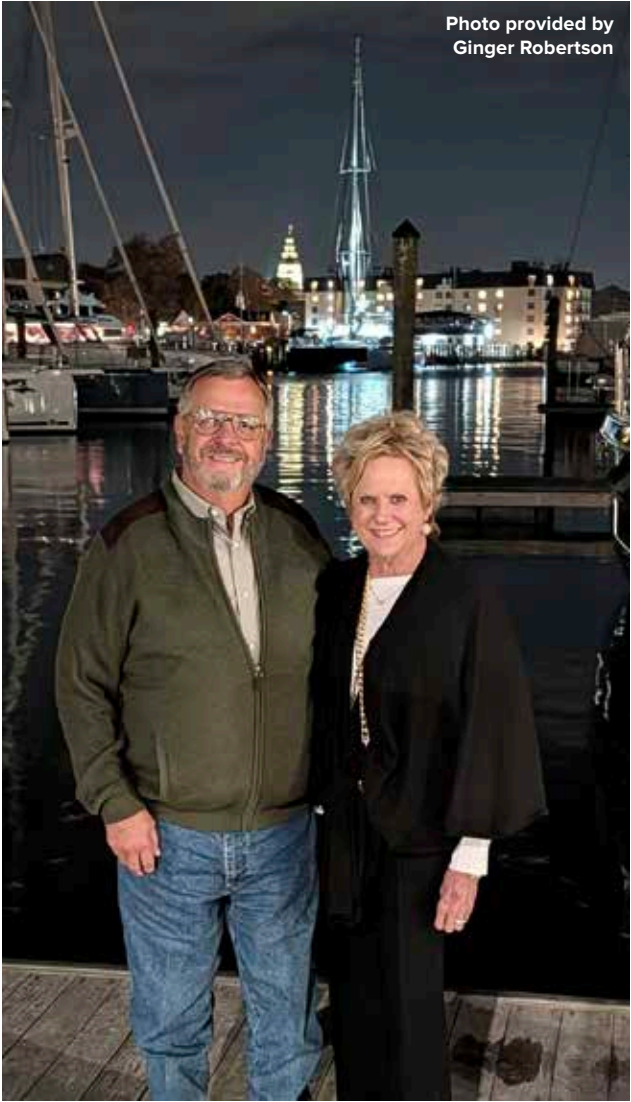


Photo provided by
Ginger Robertson

Her definition of success reflects what she values most: Spending her life helping others improve their lives after difficult situations. “Money is not success for me, but, rather, living a life that brings peace,” Ginger notes. When asked what she hopes people remember about her, she shares, “Being a compassionate, loving, gentle soul. I want to be remembered for having a smile that may make somebody’s day.” Gratitude comes through quickly in her answers, as she speaks of the grace of God and her sweet family.

Ginger did not leave real estate. She just repositioned herself to help people through the parts of homeownership that feel messy, stressful, and unpredictable. Agents who want to protect, inform, and support their clients after closing find a steady resource in her. Trust still moves everything, and Ginger chose a role that lets her protect it.

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Levi Richards learned what a true turning point feels like while lying on the floor of his Hawaii apartment, unable to stand. He had moved there to help grow a chiropractic office, bringing years of education and experience and expecting the next chapter to unfold as the ones before it had.

Before real estate, Levi had been a university professor and chiropractor—teaching, studying, healing, and helping others feel better in their bodies. Before Levi left for Hawaii, he had rented out his Dallas home, letting it quietly generate income. At the time, it barely registered as significant.

Then his body stopped him cold. After years of working with chiropractic clients, his lower back gave out. The work he loved had caught up with him; repeated microtraumas had caused multiple disc herniations in his lumbar spine.

What followed was a stretch of uncertainty. Unable to walk or stand for weeks, Levi was confined to his seventh-floor apartment, relying on friends for help. He knew only one thing: He couldn't return to the work that had injured him.

Recovery came slowly. Rehab became part of Levi's daily life, and in quiet moments, he began to think. "A lot of small hints from the

universe kept nudging me to look into real estate," he shares. "I thought about how my home in Dallas was generating income for me, and I wanted more of that."

When Levi enrolled in real estate classes, his limitations followed him into the room. "I stood in the back of the room during classes because I couldn't sit for extended periods of time," he explains. "My family here in Lubbock went above and beyond to help me get back on my feet and into real estate." In August 2023, he officially launched his career.

Just as Levi's path into real estate began with an unexpected turning point, he walks with clients through moments that reshape their lives. One referral, in particular, stands out. Levi worked with his client for months searching for a small home with land, only for the deal on the perfect property to unravel during inspections. Levi protected the client's funds and exited the contract, though the loss was deeply disappointing.

About a month later, the client reached out again, ready to start looking for homes once more. This time, everything seemed to fall into place. The right house came along naturally, the transaction closed without a hitch, and just two weeks later, Levi received a photo of a beautiful engagement ring. What started as a simple introduction had grown into something much deeper. Along the way, a new acquaintance became a client and, eventually, a good friend—one who would later invite Levi to her wedding. Moments like these remind Levi that helping someone achieve their goals is a journey and that staying connected to the people around you is what truly makes the difference.

Much of what drives Levi now comes from collaboration. "I'm really passionate about our team and partnerships," he comments. "I love finding the right group of individuals, from title company, lender, and inspector to contractor, builder, REALTOR®, and client. When everyone recognizes that we are about to go through a journey that can be very complex but keeps their eyes on the bigger purpose, it's so much easier to accomplish the goal. That synergy is one of the best feelings in the world."

Growth keeps Levi invested. "The most fulfilling thing about my work is that it helps me grow," he comments. "I learn something new every day." On the harder days, he reminds himself of what the work represents. "An individual or family is making a purposeful decision to create change in their life," he remarks. "And they are choosing *me* to help them through that process."

Levi credits his grounding to the people around him. His father, RL, and mother, Christi, top the list, along with friends





A Little More About Levi

- Listens to *Diary of a CEO* and loves *The Artist's Way* and *The Alchemist*
- Meets clients at Nashwell Coffee Shop and Picasso Mexican Restaurant
- Raised on a farm, feeding cattle at dawn and preparing livestock for shows by evening

and mentors who continue to sharpen him. Outside of work, he stays active with family and service. He runs mission trips to Mexico and has helped more than 10,000 families over the past five years. For Levi, service brings clarity. He often leans on Mahatma Gandhi's quote, "The best way to find yourself is to lose yourself in the service of others."

The injury that once left Levi stranded on the seventh floor still shapes how he sees his work. It forced him to stop, rethink, and choose the next right path. Levi did not map this career out in advance. He stood through it, worked through it, and committed to it anyway. That moment continues to guide how he shows up—steady, grateful, and willing to care for others as they navigate change.

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Photo provided by Levi Richards



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LETTER FROM THE PRESIDENT

Brackets, Buzzers, and Better Business Habits

BY LAR PRESIDENT COLBY NORRIS

March has officially arrived, which means brackets are busted, buzzers are beaten, and productivity across the country takes a beating. My “extensive” Google research suggests that our National GDP takes a \$20 billion hit during the tournament thanks to office pools, midday tipoffs, and busted-bracket beverages. Funny how everyone has to rush back to the office to write up a contract moments before the first-round tipoff. Coincidence?

The good news? While the national numbers may slide, your personal production doesn’t have to.

For REALTORS®, March also marks the unofficial tipoff to the busiest time of the year. Listings pick up, buyers get serious, and calendars start filling up faster than the Sweet Sixteen bracket. The key to winning this season isn’t working more hours, but working smarter hours. A few clutch suggestions for remaining calm in the chaos:

- **Control what you can.** You can’t stop the madness, but you can block off enough time to make sure you complete your critical tasks.
- **Prep now to protect later.** Get your systems, templates, and follow-up reminders dialed in before spring really hits.
- **Breathe!** Seriously. A calm agent is a confident agent, and confidence converts. Like the famous philosopher Dwayne Michael Carter, Jr. once wrote, “Confidence is a stain they can’t wipe off.”

Now for an unpopular opinion: Saying “no” isn’t rude; it’s strategic. You don’t need to attend every meeting. Not every request requires an immediate response. Prioritizing your time, guarding your schedule, and focusing on high-impact activities (like the TREPAC March Madness event) is not selfish. It’s necessary if you want consistent results.

So enjoy the brackets, cheer for the Cinderella stories, and WRECK ‘EM, Tech! Just remember, championships aren’t won by distraction. They’re won by preparation, focus, and knowing when to pass on the extra noise.

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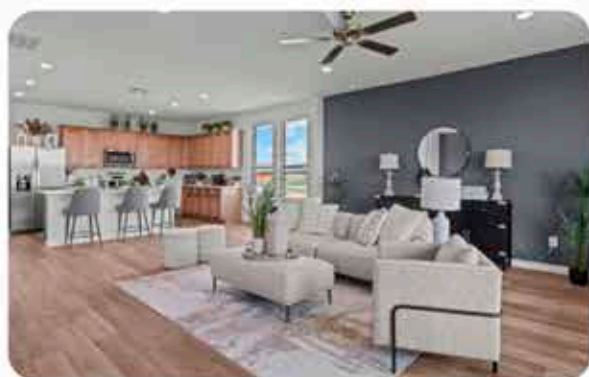
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