

LUBBOCK

MAY 2026

REAL PRODUCERS[®]



Denisha
Schmucker

KELLER WILLIAMS REALTY



**SUPPORT OUR
PREFERRED PARTNERS
PAGES 4-5**

**RIISING STAR
MOLLY LASATER**

**SPOTLIGHT REALTOR[®]
KOURTNEY HANSLIK**

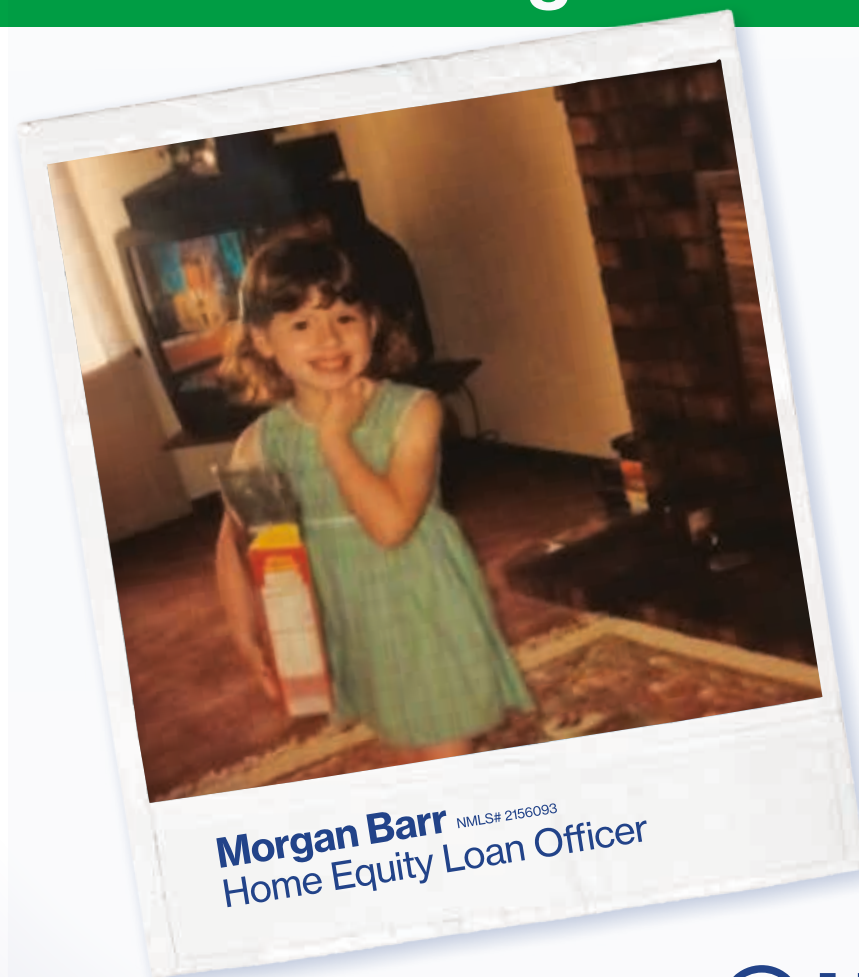
**PARTNER SPOTLIGHT
HARTMAN ROOFING**

COVER PHOTO BY
ROWDIE RICHARDSON,
ROWDIE BRIGHT PHOTOGRAPHY

CONNECTING. ELEVATING. INSPIRING.

Less Intimidating Bankers

Less Intimidating Home Loans



Apply Today

 **Home Loans**

LubbockNational.com | (806) 473-6409

Member FDIC | Equal Housing Lender | NMLS# 644528

Powered by: **Lubbock National Bank**
Branch of Amarillo National Bank

BETENBOUGH  HOMES®

Not Every Buyer Needs More House.

SOME JUST NEED THE **RIGHT ONE.**



INTRODUCING THE
ORIGIN COLLECTION
from the **\$1,000s/MO.**

1-BED, 1-BATH **OR** 2-BED, 2-BATH | 700-850 SQ FT

ORIGIN HOMES INCLUDE:

- ✦ Smart, space-efficient layouts
- ✦ Full kitchens and comfortable living areas
- ✦ Private bedrooms and bathrooms
- ✦ New construction with modern finishes
- ✦ A 2-year comprehensive home warranty
- ✦ Predictable monthly payments



Tour an Origin home with your client today!

SCAN HERE!



BETENBOUGH.COM |   

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!

Hub City Appraisals
Jet Seideman
(806) 239-5520
hubcityappraisals.com

**Lubbock
National Bank**
(806) 473-6235
lubbocknational.com

**First Texas
National Bank**
(806) 701-3320
www.firsttexasnb.mortgage

Betenbough Homes
betenbough.com/
homes/lubbock

South Plains Electric Co-op
Lynn Simmons
(806) 775-7826
SPEC.coop

WestTech Foundation
Repair
Thomas Sexton
(806) 500-3367
westtechfoundation.com

**Fire & Ice Heating
& Cooling**
(806) 422-1087

3-8 Real Estate Inspections
Darian Bethune
 (806) 470-8223
 38inspect.com

HOME WARRANTY
American Home Shield
(303) 880-8517
PRO.AHS.com

INSURANCE AGENCY
Ana Borrego, Agent
— State Farm
(806) 745-2555
www.anaborrego.com

MORTGAGE
Alliance Credit Union
Candice Gerron
(806) 507-0631
alliancecutx.com

**Benchmark
Mortgage**
(806) 300-8805
lubbock.
benchmark.us

City Bank Mortgage
(806) 792-7101
city.bank/mortgage

Revolution Mortgage Lubbock
(806) 681-7095
www.revolutionmortgage.com/

Western Bank Mortgage
(806) 792-9700
westernbank.com/personal/
mortgage/

Hart Moving and Storage
Courtney Henson
 (806) 763-4191
hartmovingandstorage.com

Thunder Pump Service
(806) 781-3061
thunderpumpservice.com

Clearline Roofing
clearlineroofing.com

Hartman Roofing
(806) 763-8500
www.hartmandroofing
lubbocktx.com

Plains Roofing
Travis Warmoth
(806) 748-0702
plainsroofing.com

West Texas Commercial Roofing
(806) 416-7663
westtexascommercial
roofing.com

Rusty's Bug Stop
(806) 777-7424
rustysbugstop.com

Hub City Title
(806) 412-1234
hubcitytitle.com

Lubbock Abstract
Steve Shanklin
(806) 798-9800
Lubbockabstract.com

Service Title
(806) 794-9966
servicetitleco.com

True Title Company. LLC
(806) 993-3000
truelubbock.com

Western Title
(806) 795-9143
westerntitlelubbock.com

Home Connect Pathway
(830) 928-3414
www.homeconnect
pathway.com

**WOMEN'S CLOTHING,
ACCESSORIES, JEWELRY**
J. Hoffman's
(806) 795-8290
JHoffmans.com

Mortgage Partner Season

12419 Quaker Ave,
Lubbock, TX 79424

 LOCAL HOUSING OPPORTUNITY

All loans subject to borrower qualifying. The information is not an offer. See website for details. <https://lubbock.quakerbank.us>

4 • May 2026

Lubbock Real Producers • 5

Contents



PROFILES



22 Justin Phillips, Hartman Roofing



Molly Lasater



Kourtney Hanslik

IN THIS ISSUE

- 4 Preferred Partners**
- 8 Meet the Team**
- 10 Cover Story:** Denisha Schmucker
- 16 Rising Star:** Molly Lasater
- 22 Partner Spotlight:** Justin Phillips, Hartman Roofing
- 28 Spotlight REALTOR®:** Kourtney Hanslik
- 34 Letter From the President**
- 38 By the Numbers**

Close with

Weekly updates from contract to close provided every Tuesday to Listing and Buyers Agent!

With great rates, quick pre-approvals, and clear communication, Candice makes home financing easy.

SCAN HERE!

Candice GERRON

MORTGAGE LOAN OFFICER

cgerron@alliancecutx.com
806.507.0631 | NMLS #1951472

ALLIANCE
HOME LOAN CENTER

Your Utility & Wi-Fi Coordinator

SAVING TIME & MONEY BY SETTING UP ESSENTIALS AT NO COST TO REALTORS OR THEIR CLIENTS.

Connecting Utilities, Wi-Fi & more!

HOME CONNECT PATHWAY

Lisa Hierholzer
Founder
Lisa@HomeConnectPathway.com
830.928.3414 • HomeConnectPathway.com

Lubbock Abstract & Title Co.

1216 Texas Avenue | 806.763.0431
4505 82nd St. #1 | 806.798.9800

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

Meet The Team



Kathy McCandless Pettit
Publisher/Owner/Connector
806-368-1526
kathy.pettit@realproducersmag.com



Jacki Donaldson
Managing Editor & Writer
352-332-5171
jacki.donaldson@n2co.com



Alicea Mullins
Alicea Jare Photography
575-825-5588
www.aliceajare.com



Rowdie Richardson
Rowdie Bright Photography
979-224-6757
rowdie.bright@gmail.com



Keira Mullins
Publishing Assistant



Danny Donaldson
Writer



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.

Hire a professional roofing company

YOU CAN TRUST.

PLAINS ROOFING
LBK TX — EST 39

Real Estate Inspection
Insurance Claims
Residential & Commercial
Serving Lubbock since 1939

**FOR THE BEST ROOF,
OUR QUALITY IS PROOF.**
Regular roof inspections are critical
in protecting your residential
or commercial property.

Just ask your neighbors,
we can help! Call us
today for a free quote.

PlainsRoofing.com
806-748-0702
PlainsRoofing@gmail.com

**NEW LOOK.
SAME TRUSTED
COMPANY.**

FTNB
First Texas National Bank
Mortgage

We are Honored to Provide VA Loans
to Those Who Have Served

Lubbock | Home Loan Center
6102 82nd St. Suite 12-B, Lubbock, TX 79424 | 806.701.3320 | FirstTexasNB.Mortgage

Member FDIC Equal Housing Lender

Denisha Schmucker

KELLER WILLIAMS REALTY

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY
DRESSES PROVIDED AND STYLED BY J. HOFFMAN'S

If you spend even a few minutes around Denisha Schmucker, one thing is clear—she doesn't do anything halfway. She brings energy, intensity, and heart into everything she does. Whether she's guiding clients through one of the biggest financial decisions of their lives or coaching an agent through a breakthrough moment, Denisha shows up fully. At her core, she's not just building a business; she's building people.

At Keller Williams, her days vary. She might be working with a new agent on a first listing, then later celebrating a milestone the agent thought was out of reach. She's in the trenches with her agents, walking them through the hard days, the doubts, the wins, and the growth. "I get to walk through the ditches, stand on the mountaintops, wipe tears, celebrate wins, and help people navigate success," she shares. "Watching someone step into their potential never gets old."

What drives her right now is simple: working with people and helping them move forward. She continues to serve her clients while also building a team in which people support each other, stay accountable, and keep improving.

Denisha entered the real estate industry in December 2021, but her background laid the groundwork long before then. She spent 12 years in education, teaching kindergarten and second

grade, working in special education, and serving as a reading interventionist while implementing the Structures of Intellect Program. She later moved into banking, spending six years as an Assistant Vice President at Peoples Bank, where she helped clients think through financial decisions and long-term plans. She's also a certified personal trainer, which reflects her approach to discipline and consistency.

When she looks back, the path is clear. "God laid out the exact path to get me here," she says. "I wouldn't change a thing."

She chose Keller Williams because of what she saw in the people around her. "I believe in the mission, vision, and values," she explains. "The culture is unmatched. I'm surrounded by people who want to see me grow and succeed."

Mentorship has shaped her approach, especially through leaders like Tara Newton.



“
Success is
building
a thriving
business
without
sacrificing
my faith, my
family, my
integrity, or
my values.
”

“She sees the best in people and helps bring it out of them,” Denisha comments. “That’s impacted how I lead.”

On difficult days, Denisha’s focus comes back to her family. “I’m building a legacy for my kids—not just financially, but in faith, values, knowledge, and work ethic,” she notes. “I want them to see what loving fiercely, working hard, and pushing through challenges looks like.” Her story includes obstacles, and she’s open about them. “I want people to know your past doesn’t define your future,” she points out. “You can break cycles, change patterns, and build something better.”

That perspective carries into her client relationships. She focuses on the person in front of her. “I truly care,” she says. “My clients aren’t just clients. They become friends and family. When someone trusts me to represent them, I’m all in.” She describes herself as loyal and driven, with a focus on doing the job well and following through.

For Denisha, the most rewarding moments come when people reach goals they once thought were out of reach—whether a client is buying a first home or an agent is hitting a milestone. “It fills my heart knowing I made an impact in someone’s life,” she states.

Outside of work, she spends her time with family, in her faith, and staying active. Her husband, Brian, is a licensed agent and supports the business behind the scenes while working in crop insurance. Her daughter,

Presley (26), lives in Lubbock and is her opposite in personality, but also her best friend. Her son, Mason (23), works at 7B Building & Development and recently married Jordan, who is a marketing director. Their 9-year-old Shih Tzu tends to win over everyone he meets.

When Denisha has downtime, she’s usually working out, lifting weights, or taking long walks. She also enjoys spending time with friends around a winter fire or by the pool in the summer.

Her definition of success centers on how she lives day to day. “Success is building a thriving business without sacrificing my faith, my family, my integrity, or my values,” she says. “It’s being present at home and continuing to grow.” It’s impact. It’s raising strong, independent kids. It’s honoring God in how she leads. She adds, “If I’m growing, giving, and living with joy, I’m successful.”

Looking ahead, Denisha plans to continue building her team, helping more families, and creating space for both work and family life. “I want to be remembered as someone who was strong through challenges and used my story to help others believe in themselves,” she says. “Someone who led with faith, worked hard, loved fiercely, and showed others that no matter where you start, you can build something better.”

**CONNECT WITH
DENISHA SCHMUCKER**
806-549-8696
DDSCHMUCKER@KW.COM



Hello, HELOC

hello, backyard oasis.

Help your clients access their home's equity without changing their current mortgage rate.

Use equity for any expense including renovations, listing prep, or a down payment on a new home.

Refer your clients to alliancecutx.com



1.800.687.4328 | alliancecutx.com

8401 Quaker Ave, Lubbock, TX 79424

Credit Union membership required. Loans are subject to credit qualifications and approval. Not all applications will qualify. Each account insured up to \$500,000. By members' choice, this institution is not federally insured.



ALLIANCE
HOME LOAN CENTER

Molly Lasater

Solid Real Estate Services

STORY BY LUBBOCK REAL
PRODUCERS STAFF WRITER
PHOTOS BY ALICEA JARE
PHOTOGRAPHY (UNLESS
OTHERWISE NOTED)



When Molly Lasater entered the real estate industry in 2015, she was a stay-at-home mom homeschooling her three young sons, a season she loved and one that allowed her time to pursue a new venture.

Long before real estate, Molly had lived two very different professional lives. Right out of college, she worked as the chief photographer for a New Mexico newspaper. She loved being in the middle of what was happening around town, but she eventually leaned into her bachelor's degree and transitioned into a teaching career for the following 10 years.

Teaching gave her something photography could not: deeper relationships. She enjoyed watching students grow and getting to truly know them. Molly sees real estate as the perfect blend of both worlds. "I get to work closely with people and guide them while still being out and about in my community," she explains.

In real estate, Molly gravitates toward buyers. Even after more than a decade in the business, she lights up when talking about guiding someone to the right home. Molly is especially passionate about helping first-time buyers. "Helping people get out of the rental trap and into a home where they can build equity is an absolute joy," she stresses. "It changes their financial picture for life."

Molly also loves helping other agents. Early on, she joined a small independent brokerage, hoping for mentorship and hands-on support. Instead, she found herself paying high fees without the guidance she expected. Fewer than four months into the business, she quietly made herself a promise: "As soon as I qualify for my broker's license, I'm opening my own brokerage to offer lower fees and better support to other agents."

True to her word, Molly launched Solid Real Estate Services as a virtual brokerage in 2019 as soon as she had the required four years of experience under her belt. By keeping overhead low through the virtual format, she offers agents a 90/10 split with a \$10,000 annual cap, along with personalized training tailored to each agent's needs. Today, Solid agents work across Lubbock, Midland-Odessa, and the Houston area. Watching new agents grow has become one of the most fulfilling parts of her career. "I love seeing my agents succeed in this industry," Molly says. "Helping them feel supported and confident gives me so much joy."

Challenges energize Molly. When a deal hits a snag, she does everything necessary to keep things moving smoothly for her clients. "I love a good challenge," she shares. "I attack problems head-on and resolve them quickly."

Tenacity has defined Molly's business from the start. One of her earliest experiences still stands out. As a brand-new agent, Molly mailed expired listing letters in hopes of landing her first opportunity. One homeowner, deeply connected in the community and friends with many top REALTORS®, decided to give her a chance. "He told me he could see my tenacious spirit," Molly recalls. The home had sat on the market for nine months with another agent. Molly offered staging advice, helped reposition the listing, and had the home under contract in fewer than 30 days. Years later, she sent him a letter thanking him for believing in her when she had no track record. "Having someone believe in you before you've proven yourself changes everything," she states.

Outside of work, Molly's life centers around family. She and her husband, Darrik, have been married for 23 years after a whirlwind three-month courtship that surprised just about everyone but felt perfect to both of them from the start. Darrik works as an operations manager for Halliburton, and together, they've raised three sons who make them very proud. Their oldest son, Logan, graduated from TTU in May 2025 and is serving as an officer for the U.S.



PRO TIP

“One of my favorite business books is *Endless Referrals* by Bob Burg. The book is full of real-world networking tips and techniques. I am not a cold-calling type of REALTOR® and prefer to make real, face-to-face connections with people. This book was a great starting tool for me when I first entered the world of real estate.” —Molly Lasater



Photo provided by Molly Lasater

Marine Corps. Their middle son, Judd, is a software developer who taught himself to code at age 10 and is a Minecraft Realms developer. Their youngest son, Ryder, is a freshman at Liberty High School, plays on the tennis team, and has a talent for drawing. Family trips are a favorite tradition, whether camping in state parks, visiting the ocean, or exploring new cities together.

Molly measures success by the growth and happiness of the people around her. “The high school cheerleader in me never died,” she laughs. “I just cheer for my family, my clients, and my agents now.” And she hopes to be remembered for standing up for her people, empowering those in her circle, and helping others build lives they’re proud of. 🍷



CONNECT WITH
MOLLY LASATER
806-474-8889
MOLLY@SOLIDTX.COM



Say Cheese!

Capturing Smiles That Sell!

ALICEA JARE

PHOTOGRAPHY

ADD ME TO YOUR CONTACTS!
(575) 825-5588 • aliceajare.com
aliceajare@gmail.com



Your summer buyers are ready. So are we.



The people you know. The service you trust. Now offering more programs to close more deals.



Mortgage made simple.
806-687-7245
5820 82nd Street, Lubbock, TX 79424
www.peoplesbanktexas.com/home-loan-center

Peoples Bank, a division of Cornerstone Capital Bank, SSB. Cornerstone Home Lending, a division of Cornerstone Capital Bank, SSB. Member FDIC. NMLS #2258. For real estate professionals only.





WHEN YOU'RE HERE,
YOU'RE HOME



5010 122nd Street, Lubbock, TX 79424
(806) 993-3000 | truelubbock.com



Fidelity National Home Warranty helps homeowners protect their budgets by covering the repair or replacement of their home's major systems and appliances.

Let us take the calls. We're here for you!



Ginger Robertson
Sales Executive
806-781-0198
ginger.robertson@fnf.com



homewarranty.com



806-763-8500

Roofing Expertise REALTORS® Trust

Proudly serving Lubbock and surrounding areas for more than 30 years!

Connect directly with one of our trusted roofing professionals:

Justin Phillips: 806-548-8500	Eric Wright: 806-777-9546
Jeff Tate: 806-773-5555	Chris Grassel: 806-778-6703

Lubbock REALTORS® count on Hartman Roofing for:

- Honest, unbiased roof inspections
- Clear guidance on repairs vs. replacement
- Accurate evaluations that support smooth transactions
- Transparent communication from start to finish

Residential • Commercial

FREE Estimates • FREE Inspections

Insurance Claims Welcome

hartmanroofinglubbock.com
hartmanroofinglubbock@yahoo.com
2108 109th St. Lubbock, TX 79423

Class IV Product Information for Homeowner Insurance Discount

20 • May 2026

Justin Phillips

HARTMAN ROOFING

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS PROVIDED BY JUSTIN PHILLIPS

A roof can hold up a real estate sale, kill a deal, or quietly keep everything moving. In Lubbock, where wind, hail, heat, and insurance scrutiny show up sooner or later, agents know a roof question is rarely a small one. It affects insurability, timing, negotiations, and peace of mind, which is why Justin Phillips' phone often rings before a sign even goes in the yard.

Hartman Roofing turns 30 this year, a milestone that still amazes Justin, who started the company in 1996. He began on the roof itself, tearing off and installing. "I tell people that I worked my way down the ladder in the roofing business," he says. Three decades later, Hartman Roofing has installed more than 18,000 roofs and built relationships that keep the company busy long after the latest storm has passed.

Hartman Roofing is a local, brick-and-mortar, family-owned business. Many of its sales staff and crews have been with Justin since the 1990s,



Owner
Justin
Phillips

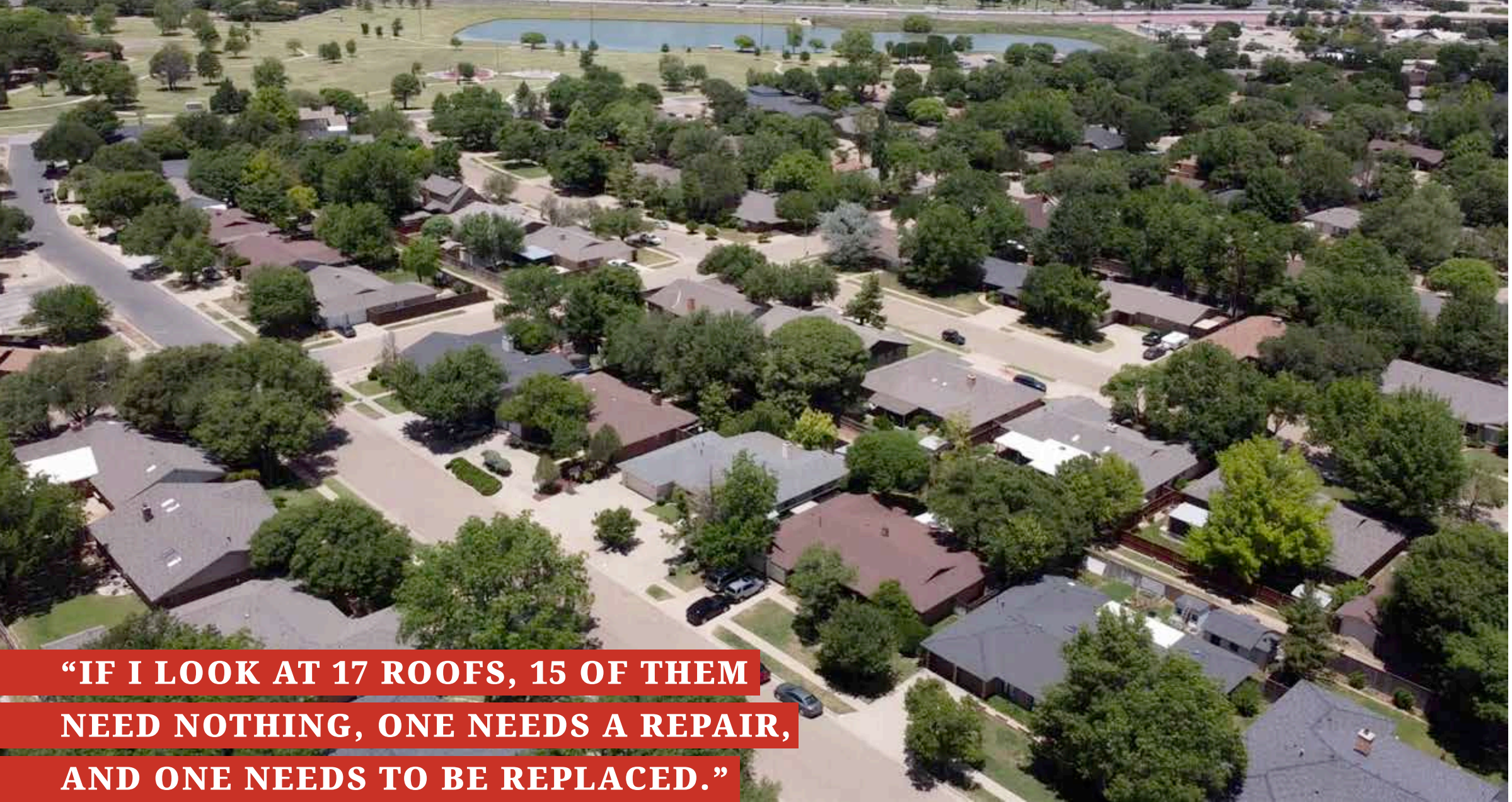


and some crew chiefs' sons are now learning the trade. That continuity is impossible to create overnight.

For agents, that history matters because roofing in West Texas is complex. Justin, whose team excels at residential replacements and repairs, metal roofing, commercial TPO systems, hail and storm damage, skylight issues, soffit and fascia work, and inspections, has seen products, warranties, and insurance requirements evolve. As a result, his depth of knowledge helps transactions move forward smoothly.

Justin talks about inspections in a way agents immediately understand. "If I look at 17 roofs, 15 of them need nothing, one needs a repair, and one needs to be replaced," he says. That ratio is one reason agents trust him—they want an honest read before the option period gets expensive or a buyer's insurer raises concerns at the worst possible moment.

That trust shows up in how local agents describe working with him. Lesli Spears shares, "Justin is my first phone call whenever I get a listing. I always meet with my sellers and walk them through



**“IF I LOOK AT 17 ROOFS, 15 OF THEM
NEED NOTHING, ONE NEEDS A REPAIR,
AND ONE NEEDS TO BE REPLACED.”**

That ratio is one reason agents trust him—they want an honest read before the option period gets expensive or a buyer’s insurer raises concerns at the worst possible moment.

the process, and one of the first things I ask is how old the roof is.” She adds, “Justin gives me a very honest opinion of the condition of the roof, and he’s very informative. I trust him completely.”

More than 10 years ago, Justin helped start the Lubbock Area Roofing Contractors Association, partly to address the reputation storm-prone areas have. Lubbock gets local companies that stand behind their work, but it also attracts storm chasers who disappear as quickly as they arrive. Justin is blunt about Hartman Roofing’s promise: experience, warranty service, honest inspections, and people who are still here when the weather changes again.

Linda Day has relied on that consistency for years. “They are the best of the best,” she says. “I’ve been working with them for 15 years. I always do a roof inspection during our inspection process and call Justin, who often arrives that afternoon or the next day.”

Speed matters. So does explaining insurability in plain English. Justin spends a lot of time helping agents and sellers understand current coverage, what a buyer’s insurer may require, and whether the right answer is a repair, replacement, warranty conversation, or no action at all. “We’re not out here to sell you a new roof,” he says. “We’re here to put what the homeowner needs first.”

Shelie Williams echoes Linda’s sentiments. “Anytime I have a listing coming up, I call Hartman Roofing so they can pre-inspect the roof,” she says. “I don’t like surprises; I like to be ahead of the game.”

Hartman Roofing is a GAF Master Elite Residential Contractor, a designation held by only a small percentage of roofers nationwide. The company offers free inspections and estimates, backed by decades of experience and knowledge of how West Texas roofs age—what 100-degree summers do, what wind-driven rain does, what hail can hide, and what adjusters may miss.

After 30 years, Justin says he learns something new every day. For agents navigating a market where one roofing issue can become everybody’s issue, that fact may be the best part of working with Hartman Roofing. ▀

**CONNECT WITH
JUSTIN PHILLIPS**
806-763-8500
HARTMANROOFING
LUBBOCK@YAHOO.COM



**APRIL SHOWERS
BRING *Homebuyers!***



PHEBE
Ellis-Roach

Loan Officer
NMLS# 335649

806.773.0531



HAILEY
Tapp

Loan Officer
NMLS# 2480909

806.773.5140



NOREEN
Baca

Loan Officer
NMLS# 2479773

806.392.5239



Connect With Us

April showers bring fresh starts—and the perfect time to find your new home. Buying a home is a big step, but you don’t have to weather it alone.

We’ll guide you through every stage, from preparing your financing to closing day, with a plan tailored to your goals. Let us help you turn rainy days into the keys to your dream home.





Full-Service Packing,
Moving & Storage

Fully Insured & Bonded

Locally Owned & Operated

FREE, GUARANTEED Estimates

REALTOR® Discounts

Local & Long-Distance Moves

Jeremy Pool,
owner

**Before you start,
call Hart!**

(806) 763-4191

HartMovingandStorage.com

[GRIMES]
INSURANCE AGENCY



Local. Trusted. Independent.

806-762-0544

grimesinsurance.com

8917 Milwaukee Avenue



Get a Quote

LOOKING ABOVE & BEYOND FOR YOUR CLIENTS'

Peace of Mind

- RESIDENTIAL, COMMERCIAL, SEWER SCOPE, SEPTIC, & WELL FLOW INSPECTIONS
- WATER QUALITY TESTING
- TERMITE INSPECTIONS (3RD PARTY)
- IR THERMAL CAMERA
- FOUNDATION SCAN



**3-8 Real Estate
Inspections, PLLC**

**Same-Day
Reports**

806-470-8223 | 38inspect@gmail.com | www.38inspect.com

Revolution
MORTGAGE

LET'S MAKE MOVES.



***Savanna Holton**
Branch Production Sales Manager
NMLS#1142161
806.928.1090



***Ashley Laycock**
Branch Production Manager |
VP of Mortgage Lending
NMLS#1279963
806.681.7095



***Kyndra Watson**
Branch Production Sales
Manager
NMLS#1199674
806.319.3609



***Slade Terry**
Sr. Loan Officer
NMLS#1988780
800.450.2010



***Kelly Collins**
Sr. Loan Officer
NMLS#1528957
806.549.0105



***Alex Ramirez**
Sr. Loan Officer
NMLS#1752626
806.661.8044

COMPANY NMLS#1686046 Advertiser in: TX

ADVERTISEMENT: T2 Financial, LLC, D.B.A. Revolution Mortgage is an Equal Housing Opportunity Lender NMLS #1686046 (Nationwide Multistate Licensing System - www.nmlsconsumeraccess.org) Terms, conditions, and restrictions may apply. All information contained herein is for informational purposes only and, while every effort is made to ensure accuracy, no guarantee is expressed or implied. Not a commitment to extend credit. Branch Address: 8333 Upland Ave, Suites 200 & 300 Lubbock, TX 79424 - Branch NMLS: 2465705 - Branch Phone: (806) 243-0777



RUSTY'S BUG STOP

18 YEARS OF EXPERIENCE IN LUBBOCK

termite inspections - termite treatments - residential & commercial pest control
competitive pricing on all termite treatments

806.777.7424 | rustysbugstop.com

LOCALLY OWNED AND OPERATED BY RUSTY AND TAWNDRA FERGUSON

Kourtney Hanslik

COLDWELL
BANKER REALTY

STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER • PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY (UNLESS OTHERWISE NOTED)



On a closing day in Lubbock, a basement couch nearly stalled an entire transaction. The moving crew had come and gone, but the couch remained wedged in the basement. The seller had already signed paperwork and was headed to College Station to close on her next home. Meanwhile, the buyers refused to sign until the couch was gone. Time was running out.

Kourtney Hanslik knew the closing had to happen that day, so she picked up the phone. Within an hour, her husband and her dad arrived with an axe, broke the couch into pieces, and hauled it out. Kourtney vacuumed the basement so it looked clean for the buyers. A few hours later, the paperwork was signed, the funds transferred, and both sides moved forward. That willingness to jump in and solve problems is something clients have come to expect from Kourtney.

Before becoming an agent, Kourtney was a teacher at Monterey High School in Lubbock, where she taught English and led the AVID program, helping students build organization, study habits, and confidence for college. She also sponsored cheerleading, Student Council, and the bell crew, mentoring students during a formative time. A Monterey graduate herself, returning to teach there was especially meaningful. “I loved helping students prepare for their future,” Kourtney says. “Seeing them gain confidence and reach their goals was incredibly rewarding.”

As her family grew, Kourtney began looking for a way to keep serving people while spending more time at home with her young children. Real estate had long been on her radar after she and her husband bought and sold their first home with the guidance of mentor Roy Phelps, who encouraged her to explore the industry. With support from her parents and grandparents, who helped care for her twins, she decided to pursue her license and transition into real estate.

Her search for the right brokerage led her to Coldwell Banker, where she connected with broker Deron Tucker. The office culture immediately stood out. “My faith is a big part of my life,” Kourtney shares. “I grew up with that support from my family and experienced it again during my time at Baylor University. When I saw that same foundation of faith and encouragement within the brokerage, I knew I was in the right place.”

From the start, Kourtney focused on building strong relationships with her clients. The transition from teaching to real estate felt natural in many ways. Instead of guiding students through academic milestones, she now helps families navigate one of the biggest financial decisions they will ever make.

Kourtney explains each step of the process so clients feel informed and confident. She checks in frequently and stays available long after closing day. Over time, many of those clients have become friends. “I have clients who call just to see how my family is doing,” she notes. “Sometimes they need a recommendation for a contractor after a hailstorm or want to know who my dentist is. I always want them to know I’m here as a resource.”

Real estate transactions can bring pressure, deadlines, and unexpected obstacles. But Kourtney says the closing table always brings the focus back to why she does the work. “When your people reach their goal and you’re sitting there with them at closing, it reminds you why you keep showing up every day,” she says.



Photo by
Kimber
Cockerell



“**Success is going to bed every night knowing I did my best for my family and clients. I want to be remembered as someone who shows up for people.**”

Kourtney credits much of her drive to the mentors in her life. Her parents encouraged her from an early age to give her best effort to everything. Her husband, Nick, remains her biggest supporter, celebrating the wins and listening through every challenge. “They’ve always helped me believe I can do anything I set my mind to,” she says.

Looking ahead, Kourtney plans to keep growing her business with the same focus that guided her early years in the industry. She wants clients to view her as a partner who advocates for their interests and helps them make sound decisions.

She also reflects on lessons learned during her first years as an agent. “If I could start over, I would probably stress less,” Kourtney admits. “This industry can feel overwhelming at first, but I was fortunate to have a broker and colleagues who were always willing to answer my questions.”

Outside of real estate, Kourtney’s schedule centers on family. She and Nick,

married nearly 13 years, are raising three children: 9-year-old twins Campbell and Collynnns, and 5-year-old Charlotte. Their two dogs, Mac and Sadie, round out the household. The family calendar stays full with baseball, soccer, singing, football, guitar lessons, and gymnastics. When things slow down, they enjoy time in the mountains or cheering from the sidelines at their kids’ activities. Kourtney also squeezes in tennis whenever she can.

Kourtney is quick to define success. “Success is going to bed every night knowing I did my best for my family and clients,” she says. And the legacy she hopes to leave is simple. “I want to be remembered as someone who shows up for people,” Kourtney shares. “Someone who encourages others and takes care of the people around her.” For Kourtney Hanslik, real estate has become another way to do exactly that. ▼

➤ **CONNECT WITH
KOURTNEY HANSLIK
806-790-1574
KHANSLIK@CBLUBBOCK.COM**



Smart help, right from the start.

AHS has the only home warranty app that offers real-time help via video chat* with live Experts to help assess or fix electrical, plumbing, HVAC, appliance and general repair issues — at no extra cost.

We make life easier for you and your clients with:

- Plans that help protect parts of systems and appliances
- Our 30-day Workmanship Guarantee
- Market Managers like me to help however I can

Contact me for more information.



*Video chat feature available as a benefit to AHS members with select plans. See ahs.com for hours and details. Visit ahs.com/contracts for coverage details, including limit amounts, fees, limitations and exclusions. © 2025 American Home Shield Corporation. All rights reserved. 4374580370



Shelley Horan
Market Manager
shelley.horan@ahs.com
806.392.6257

PROUD TO BE A CLOSING TEAM YOU CAN

TRUST



WESTERN
TITLE COMPANY

(806) 793-0704 | 4202 84TH ST.

CONNECT: @wtclubbock



Your local agent for home & auto

Ana Borrego | Agent

4521 114th St Ste 100
Lubbock, TX 79424-2289

Bus: 806-745-2555

www.anaborrego.com



State Farm Mutual Automobile Insurance Company, State Farm Indemnity Company, State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL
State Farm County Mutual Insurance Company of Texas, State Farm Lloyds, Richardson, TX
State Farm Florida Insurance Company, Winter Haven, FL

POWERING YOUR COMMUNITY



There's power in the simplest of actions, like one neighbor helping another. Where everybody looks out for everybody else. Community is everything at South Plains Electric Cooperative. We're grateful for your trust to provide the energy you need, giving you the power to power on.

SPEC.COOP • FOLLOW US ON SOCIAL MEDIA • 806-775-7766

LUBBOCK ASSOCIATION OF REALTORS®

— Welcome to May!

BY LAR PRESIDENT COLBY NORRIS

The month of May is the peak of the spring real estate market. Everyone is eager for the school year to wrap up, which means more listings, buyers ready to purchase, and top-dollar offers. But beneath all the energy and activity, May brings something even more important: momentum.

In real estate, momentum is everything. It's what turns a listing into multiple showings, a showing into an offer, and an offer into a smooth closing. And this time of year, momentum is everywhere, and you have to know how to harness it.

When buyers are motivated, clarity wins. Buyers tend to be decisive in this season. Whether they are trying to settle in before a new routine or simply taking advantage of increased inventory, they're paying attention and moving quickly, which makes your role even more critical. Clear communication, quick follow-up, and confident guidance can be the difference between "thinking about it" and "writing an offer." In a fast-moving environment, the agents who bring clarity stand out.



Listings need more than just timing. Assuming that every listing will shine on its own in the busy season is easy, but the truth is, competition is just as active as the buyers. The listings that move quickly are those that agents prepare, position, and present with intention. Pricing strategy, first impressions, and marketing still matter, arguably more than ever when buyers have options.

Energy is contagious, and something about this time of year feels different with more conversations, more showings, and more opportunities to connect. Our clients can feel that energy. When you show up enthusiastic, prepared, and engaged, you build confidence. People want to work with someone who matches the market's pace and optimism.

May isn't just about increased activity; it's about opportunity—the kind that rewards preparation, responsiveness, and a willingness to lean into the pace of the season. So, as the market picks up speed, the question isn't whether things are busy; it's how you'll make the most of it because in real estate, momentum doesn't just happen. We create it.

All the best,
Colby



VALUING YOUR PROPERTY
VALUING YOUR TRUSTS

HUB-CITY

Appraisals

- ACCURATE & DEFENSIBLE VALUATIONS
- FAST TURNAROUND

FREE QUOTE

📞 **806.239.5520**

✉️ JET.SEIDEMAN@ICLOUD.COM

🌐 HUBCITYAPPRAISALS.NET

✓ PRE-LISTING

✓ DIVORCE

✓ ESTATE

15 YEARS OF EXPERIENCE

SOUTH PLAINS COUNTIES:
LUBBOCK - BAILEY - COCHRAN - DICKENS - FLOYD
- GARZA - HALE - HOCKLEY - LAMB - LYNN - TERRY

A CLEAR LINE TO CLOSING

CLR

CLEAR LINE ROOFING

Your trusted partner in real estate transactions with free inspections, honest advice, and protected timelines.
806-470-8551 | office@clearlineroofing.com

Owner Cameron Welch

Mom-Level Care

Pro-Level Closings

Every Step of the Way

Service Title

11421 Slide Road, Suite 700
1408 Buddy Holly Avenue, Suite B
806-368-9507 | ServiceTitleCo.com



LUBBOCK REAL PRODUCERS.® CONNECTING. ELEVATING. INSPIRING.



Every month, Real Producers reaches the very best real estate agents all across Lubbock.

Want to promote your business to our exclusive readership? Reach out to us today.

806.368.1526 | kathy.pettit@n2co.com



2025

BY THE NUMBERS

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

TOTAL VOLUME



\$8,246,844

AVERAGE SALES VOLUME PER AGENT



7,902

TOTAL TRANSACTIONS



26.3

AVERAGE UNITS PER AGENT

WATER WELL INSTALLATION | WATER WELL REPAIRS | WATER PUMP MAINTENANCE

THUNDER PUMP SERVICE WATER WELLS

806-781-3061

Specializing in residential, commercial and agricultural wells

thunderpumpservice@gmail.com • www.thunderpumpservice.com

FAST, SIMPLE, AND STRESS-FREE—JUST LIKE HOMEBUYING SHOULD BE



Cindy Carver

SVP-Mortgage Area Manager
NMLS# 338730
(806) 543-5111
ccarver@city.bank
Apply at cindy-carver.net



Linzi Bailey

AVP-Mortgage/Real Estate Lender
NMLS# 1591005
(806) 441-2999
lbailey@city.bank
Apply at linzibailey.com



Bob Rowten

SVP-Mortgage Consultant
NMLS# 339970
(806) 928-2120
browten@city.bank
Apply at bobrowten.com



Randy Runquist

Mortgage Consultant
NMLS# 1736985
(806) 789-3378
rrunquist@city.bank
Apply at randymortgage.com



*We make it happen.
You make it home.*

City Bank
MORTGAGE



A PRODUCT OF
THE N2 COMPANY

9151 Currency St.
Irving, TX 75063




WEST TEXAS
COMMERCIAL ROOFING, LLC

**ROOFING
SERVICES
YOU CAN COUNT ON**

GET IN TOUCH WITH US

 806.416.ROOF

 westtexascommercialroofing.com