

PERMIAN BASIN

MAY 2026

REAL PRODUCERS[®]



Woman to Watch
**ADRIANA
GARCIA**

Event Recap
**TOAST TO
THE TOP 300**

Wayne Dunson

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PROFILES



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COVER STORY

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Built for BOTH

Let's be honest, real estate was never designed for balance. It's built on urgency, long hours, constant communication, and the expectation that you're always available. It doesn't slow down for sick days, school events, or the million invisible responsibilities that come with being a mom.

And yet, moms in this industry are out here doing both.

They're answering calls in the pickup line, negotiating contracts between practices and appointments, and showing up for clients while carrying the full weight of everything waiting at home. There's no perfect system, no clean separation, just resilience, adaptability, and the ability to pivot at a moment's notice.

What often goes unseen is the mental load. The calendars, the contingency plans, the quiet sacrifices. The way they make sure everything runs smoothly for everyone else, even when their own schedules are stretched thin. And still, they show up, professional, prepared, and ready to deliver at a high level.

We recognize the women who refuse to choose between building a business and being present at home. The ones who have redefined what success looks like in real estate, not by doing less, but by doing it differently. They've built businesses rooted in efficiency, relationships, and intention, even when the industry doesn't always make space for it.

They are leaders in their markets, trusted advisors to their clients, and the steady foundation for their families. They navigate high-stakes transactions and high-stakes parenting at the same time, often without recognition for how much it truly takes.

It's not easy. It's not always balanced. And it rarely looks the way anyone expects it to.

But it's real. It's relentless. And it's powerful.

To the moms in real estate, your impact extends far beyond the deals you close. You're shaping households, communities, and the future all at once. And you're doing it in an industry that demands everything, without ever losing sight of what matters most.

We see the work. We see the pressure. We see the strength it takes to carry both.

Happy Mother's Day!
Stephanie Miller

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Toast to the Top

PHOTOS BY ADRIAN LUJAN

Thank you to everyone who joined us on March 26 at The Boardroom for the Permian Basin Real Producers Toast to the Top 300!

The evening was a true celebration of the agents who continue to raise the standard in our market. From meaningful conversations to new

connections, the room was filled with energy, collaboration, and a shared appreciation for the strength of our real estate community.

Be sure to keep an eye on our social media for details on our next event—we can't wait to see you there!





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BY BETH MCCABE
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Adriana Garcia

"I always ask God, 'Send me the people I am meant to help,'" says Adriana Garcia. "He thinks I am a patient person," she laughs. "Most of my transactions aren't complicated, but they don't get approved instantly. We have to work to get there."

That patience has become one of Adriana's greatest strengths. For many of the families she serves, the path to homeownership isn't quick. It often requires careful planning, persistence, and someone who believes it's possible long before the paperwork says it is.

Born in Chihuahua, Chihuahua, Mexico, Adriana moved to Odessa, Texas when she was five years old. She began kindergarten there, learning English as a young child while growing up in West Texas. It wasn't easy, but Adriana was up for the challenge.

Before entering real estate, Adriana spent years working in the insurance industry. She has held her insurance license for 17 years, helping clients with life, auto, and home coverage. Earlier in her career she worked with State Farm, and today she is brokered with Primerica, where she recently returned to focus on life insurance once again.

Now she balances both professions.

"Doing both life insurance and real estate allows me to help families in different ways," she explains.

Real estate entered her life in 2020 during a season of change. At the time, Adriana was a stay-at-home mom raising her three sons when her sister-

“

Success isn't about the sale. It's about service. Trust God about the outcome and focus on the people He places in your path.”

”



in-law, who had recently become an agent, suggested she consider getting licensed as well.

“I didn’t fully know what I was stepping into,” Adriana admits.

She initially joined the team her sister-in-law was working under. But after only a few months, something unexpected happened. Adriana

and fellow agent Ximena Esquivel felt inspired to build something of their own.

In 2021, the two launched Haus Sisters Group, operating under Heritage Real Estate. “It’s going great,” Adriana says with a smile.

The partnership is built on collaboration and mutual support. The two agents

frequently host open houses together and help each other whenever needed. At the same time, they maintain their own clients.

“If we both have a buyer and a seller, we’ll ask the other to assist,” she explains. Together they are steadily growing their business, one client at a time. “I always knew my purpose was helping people,” says Adriana. “I dreamed of working in the medical field.”

But life took a different path. Adriana started her family at a young age after marrying her high school sweetheart, Erik Garcia. This August the couple will celebrate 21 years of marriage. Today they are the proud parents of three sons: their oldest, 19, is attending the University of Texas at San Antonio; their middle son is 14; and their youngest is 11.

While raising her family, Adriana discovered that real estate offered a powerful way to serve others.

“It’s very rewarding when people who thought it was impossible to achieve homeownership actually make it happen,” she says.

Many of her clients come to her discouraged after hearing “no” from other agents and lenders. Credit challenges, limited savings, or complicated financial situations often stand in the way. Instead of walking away, Adriana works closely with lenders to create a step-by-step plan. “I don’t take no for an answer,” she says.

Sometimes the process takes months. But Adriana remains committed. Programs like those offered through the Texas State Affordable Housing Corporation (TSAHC) can also make a difference. The organization provides down payment assistance for qualifying buyers, and Adriana’s dedication to helping clients navigate these opportunities has even earned her recognition on the TSAHC website.

Success has never been about quick sales. “I build relationships, not just transactions,” she says. “I work

with clients for longer than a year sometimes, helping them get into a plan. I learn their stories. I meet their kids.”

Those relationships often turn into lasting friendships. “They treat me like a friend,” she says. “And I treat them the same way. They become family.”

One client once told her something she will never forget.

“You are my earth angel,” the client said. “Something made me call you.”

Moments like that reinforce Adriana’s belief that faith plays a guiding role in her work. Like many real estate professionals, she has experienced the ups and downs of an industry that can sometimes feel like a roller coaster.

“Sometimes you get discouraged,” she admits. “At the beginning it was hard to get good clients. I had to trust God.”

Today she continues to rely on that faith. “Success isn’t about the sale,” Adriana says. “It’s about service. Trust God about the outcome and focus on the people He places in your path.”

Outside of work, Adriana enjoys staying active and recently joined a book club. She loves reading, traveling, discovering new restaurants, and spending time with her family.

Through it all, her guiding principle remains simple. “I just treat my clients the way I want to be treated.”

She often reflects on a favorite Bible verse: “Commit to the Lord whatever you do, and He will establish your plans.” (Proverbs 16:3)

For Adriana, real estate fills her cup. Whether she’s guiding a first-time buyer through credit challenges, connecting a family with down payment assistance, or simply offering encouragement, she approaches every client with patience and compassion, changing lives in the process. ▀

“

It’s very rewarding when people who thought it was impossible to achieve homeownership actually make it happen.”

”



WAYNE DUNSON

DUNSON REAL ESTATE

BY BETH MCCABE
PHOTOS BY LUXIANA IMAGERY

LEADER. INFLUENCER. GAME CHANGER.

“My parents suggested I get a real estate license while I was working on my master’s degree,” recalls Wayne Dunson. At the time, he didn’t think much of their suggestion. Little did he know that it was a door to his destiny and a life-changing decision.

Growing up in a family that owned a real estate company, Wayne was surrounded by the industry from day one. “When you grow up around REALTORS® there’s always that influence,” he explains. When his classes were about to expire in 2005, Wayne took the real estate exam and got licensed, though he remained inactive while pursuing his USDA career as a rangeland management specialist.

In that role, Wayne worked with private landowners to improve ranches for livestock and wildlife management, completing everything from prescribed burns to water wells and comprehensive range planning.

“It was almost like consulting work, which gave me a wonderful set of experiences to bring into farm and ranch sales,” he says. “If they want to sell, I can recognize what they need to do with the property. I can help buyers see potential, even if they can’t see it themselves.”

A Bold Leap of Faith

By 2007, Wayne made one of the boldest moves of his career: he left his steady government job and stepped into real estate full-time. “That was one of the craziest decisions I ever made,” he recalls. “I went from a steady paycheck to nothing. I would

“CLICHÉ AS IT SOUNDS, iron sharpens iron. There’s nothing more true than that in this industry.”

have never made it without my parents’ support. They were there to help me, show me what to do, and even pitch me leads.”

He started just as the housing market began to collapse. “The housing bubble had just burst. I started in 2008. I had no idea what I was doing. I was working on ranches and wildlife management, not worrying about the economy. Thank goodness I knew a lot of people. The early years were hard, but I had family support to get me through.”

Wayne credits networking as a turning point in his career. In 2011, he joined Leadership Odessa through the Chamber of Commerce, which was a game changer for his rise in real estate. “That changed my business,” he candidly comments. “I started networking with other people who were doing the same thing I was doing.”

From there, Wayne’s leadership roles grew rapidly. He joined the Young Professionals of Odessa board, became president of the Odessa Board of REALTORS® in 2014, and eventually served on the state executive board as Regional

Vice President for Region 6, which covers most of West Texas. “It was the influence of other people who built me up and got me to where I am today,” he says. “Cliché as it sounds, iron sharpens iron. There’s nothing more true than that in this industry.”

A Heart to Help Others

Even though Wayne is a Top Producer, he doesn’t care about the numbers. It’s entirely about the people. He genuinely cares about his clients. That’s what matters most to him.

“There’s something new every day. No two days are the same. You never know who is going to call, and that’s exciting.” Over time, he’s built lasting relationships with repeat clients, watching them through major life changes like having children, moving for work, or buying their next home.

“I sleep better taking care of people,” he admits. “High production numbers aren’t what feed me. It’s the purpose behind it all: to take care of the people who trust me with their biggest asset.” He considers the needed training to be a Certified Financial

“IT’S EXCITING TO DIVERSIFY. I’m learning something new all the time, which adds more tools to the toolkit and helps clients solve problems.”



Planner and the weight of that responsibility. However, being a real estate agent carries similar importance. Wayne is up for the challenge and he doesn't take it lightly. "It's a big deal," he says.

Expanding His Reach

Wayne also found a way to merge his passion for the outdoors with his real estate career. During COVID, he reflected on his work and

realized he missed land. That led him to join a national land brokerage while continuing local residential and commercial sales and development through what is now, Dunson Real Estate. He is now partner with America's Land Partners in Texas, specializing in farm and ranch properties, while maintaining ownership and operations of his local company.

"I'm into all aspects of real estate where I'm comfortable," Wayne says. "It's exciting to diversify. I'm learning something new all the time, which adds more tools to the toolkit and helps clients solve problems."

A Wonderful Life

Outside of work, Wayne is a devoted husband and father. He met his wife, Alexa, through a Chamber of Commerce event



and married in 2015. “She was an out-of-towner, and I roped her in to stay here,” he says proudly. This happy couple is blessed with an 8-year-old son, Carter, and they adopted a shelter dog, Dixie. “There’s nowhere I’d rather be than home with my wife, kid, and dog,” he smiles with delight.

Even with a busy schedule, Wayne makes time for the outdoors, hunting on the family

ranch or exploring wildlife whenever possible. “Being outside feeds my soul,” he explains.

For Wayne, faith is fundamental in his life. “It elevates me to where I am today. It wouldn’t be possible without it.” He is grateful to God, for the support of his family, and his clients. He’s living a wonderful life, elevating the real estate industry in Odessa in the process.

Best of all, he roots for everyone.

“I want to see everyone do well,” he concludes. “I love when people are having a great time,” he says. His happy-go-lucky attitude continues to define this down-to-earth real estate leader. Little did he know it all started with his parents’ advice to get his real estate license. That simple decision changed the trajectory of his life and touched countless others as well. ◀



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