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NOVEMBER 2026

The Stacey Rogers Real Estate Group at Keller Williams Realty



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PAGE 6

FEATURED AGENT
KARLA CLANTON

PARTNER SPOTLIGHTS
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SERVICE TITLE

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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

Contents



The Stacey Rogers Real Estate Group **12** COVER STORY



24

Karla Clanton

PROFILES



18 **Candice Gerron**



30 **Service Title**

IN THIS ISSUE

3 **2025 By The Numbers**
6 **Preferred Partners**
8 **Meet The Team**
12 **Cover Story:** The Stacey Rogers Real Estate Group at Keller Williams Realty
18 **Partner Spotlight:** Candice Gerron, Alliance Home Loan Center
24 **Featured Agent:** Karla Clanton
30 **Partner Spotlight:** Service Title
34 **Letter From the President**

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





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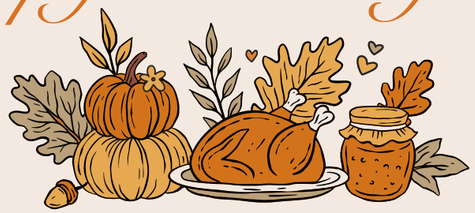
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The Stacey Rogers Real Estate Group at Keller Williams Realty

THE BUSINESS OF DOING LIFE TOGETHER

STORY BY JANCI SMITH
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY
LADIES DRESSED BY J. HOFFMAN'S



In a world where success can mean many different things, The Stacey Rogers Real Estate Group (SRG) understands that the most meaningful measure isn't always found in a sales report. At SRG, accomplishment is found in the agents who discover a career they love, the clients who receive exceptional service, and the community strengthened by the generosity and involvement of its members.



When Stacey entered real estate in 2008, she had no way of knowing she was laying the foundation for what would eventually become one of Lubbock's leading real estate teams. At the time, she was transitioning back into the workforce after being a stay-at-home mom while her children were young.

Real estate had always intrigued her, especially after she and her husband had renovated and flipped several homes of their own. When the opportunity arose to become an agent with Keller Williams, Stacey found the company's beliefs and culture closely aligned with her own. Its strong coaching program also played an important role in helping her learn the business and become successful.

Success did not happen overnight. Stacey spent four years as a single agent, building her business one day at a time. In 2012, she hired Patty Jones, who encouraged Stacey to begin building a team. SRG has continued to grow ever since.

Today, SRG is made up of 24 people—18 agents and six administrative team members. Over the years, many agents have launched their real estate careers with SRG and grown into successful, high-producing agents and industry leaders.

Developing agents continues to be an important part of SRG. Having experienced firsthand the value of mentors invested in her success, Stacey understands the impact that same support can have on others. She and Patty meet regularly with the team's agents to provide coaching, support, and accountability.

At SRG, the culture extends far beyond real estate. The team has intentionally built an environment where they don't just work alongside one another—they do life together. They celebrate milestones, support one another through different seasons, have fun, and genuinely enjoy spending time together outside of work.

Family remains a top priority. Stacey believes in giving people the flexibility to build successful careers while still making time for family, personal commitments, and life outside of work. The team considers that flexibility one of the most valuable benefits of being part of SRG and an important part of the culture Stacey has worked to create.

That strong culture has helped SRG build an equally strong business. The team earned recognition as the #1 Keller Williams team in both units and sales volume in 2025. Together, SRG has surpassed $1 billion in lifetime sales volume and sold more than 3,000 homes. While proud of these achievements, the group recognizes that they would not be possible without the dedication of each member and the trust of the clients they have the privilege of serving.

Stacey's vision for SRG is simple: CONTINUE BUILDING A BUSINESS THEY'RE PROUD OF WHILE NEVER LOSING SIGHT OF THE PEOPLE AT THE HEART OF IT.



That gratitude extends into the Lubbock community. One example is Agents in Action, a Keller Williams agent-driven charity focused on responding to unexpected community needs. The entire SRG team contributes to Agents in Action, but their involvement doesn't stop there. Team members also support local organizations, serve on boards, get involved in schools, and contribute to causes meaningful to them.

Looking ahead, Stacey's vision for SRG is simple: continue building a business they're proud of while never losing sight of the people at the heart of it. That means developing leaders, serving clients exceptionally well, giving back to the community, and protecting the culture they've built together. Because after more than a decade of growth, thousands of homes sold, and countless lives impacted, the greatest thing SRG has built isn't measured in sales but in the people who have grown here, the relationships that have lasted, and the legacy they're building together.

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STORY BY DANNY DONALDSON
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY
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Silence can make an already stressful mortgage process feel even longer. Buyers wonder whether something has gone wrong, while agents are left protecting deadlines without knowing what is happening behind the scenes. Candice Gerron understands why even a simple update matters. "People always say no news is good news," she shares. "Well, not necessarily when it comes to a mortgage loan. Communication is key."

At Alliance Credit Union, a not-for-profit financial cooperative, Candice pays attention to everyone the loan affects, including the buyer, the seller, the buyer's agent, and the listing agent. That broad view is especially valuable when a complication threatens to derail a deal. "I strive to make the experience seamless with consistent communication," Candice shares. "My desire to serve others well is important to me."

Candice came to lending from a local law firm that represented major credit card companies, where she worked for 10 years on the legal side and the last three years as Director of Collections. She loved her work but was missing time with her children. She prayed for an opportunity to be more present while still providing for them.

Two months later, in December 2018, her friend and mentor Tracy Weatherly invited her to coffee and offered her a job. The timing felt like an answered prayer. "I believe mortgage is my mission field to serve others," Candice explains. "My team and I strive to make the process relational and not transactional."

With an educational mindset, Candice discusses the available loan programs instead of steering every buyer toward the same answer. She wants clients to understand their choices and select the option that best fits their family. That approach grew partly from her own first home purchase, when she did not receive the guidance she now makes a point of giving others.

Candice is especially excited about Alliance's HOME 100, a current in-house, zero-down-payment program that helps eligible buyers purchase a primary residence with little or no money due at closing. She focuses on explaining the details, answering questions, and staying accessible throughout the process. "Closing day is my favorite," she says. "Meeting buyers who weren't sure they could own a home and then celebrating them on closing day brings such joy to my heart."

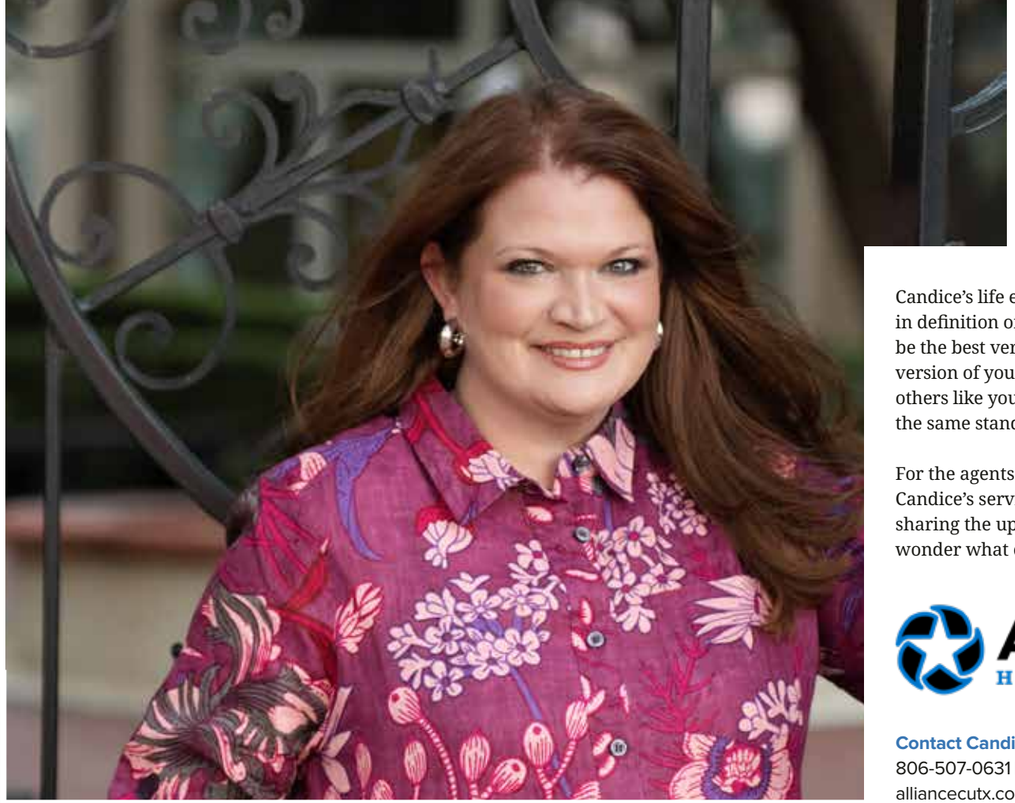
Candice's connection to Lubbock began through her late husband, Travis Walker Gerron, known as Walker. Originally from Schaumburg, Illinois, Candice moved to Jacksonville, North Carolina, at 21, where she met Walker while he was serving in the U.S. Marine Corps. His Texas pride ran deep. Before their son Ty was born in North Carolina, Walker had his mother mail Lubbock dirt to place beneath the birthing bed so Ty could be born on Texas soil. "Now, if that isn't pride in Texas, I don't know what is," Candice notes.

The family later moved to Walker's hometown of Lubbock to be near their support network. In 2008, while Candice was six months pregnant with their second child, Walker died in a motorcycle accident. Family, friends, and the community rallied around



I believe mortgage is my mission field to serve others.





Candice's life experience has shaped a direct, lived-in definition of success: "Be kind, work hard, and be the best version of yourself today and a better version of yourself tomorrow," she advises. "Treat others like you would like to be treated." She brings the same standard to the closing table.

For the agents and families relying on her, Candice's service begins with picking up the phone, sharing the update, and making sure nobody has to wonder what comes next.

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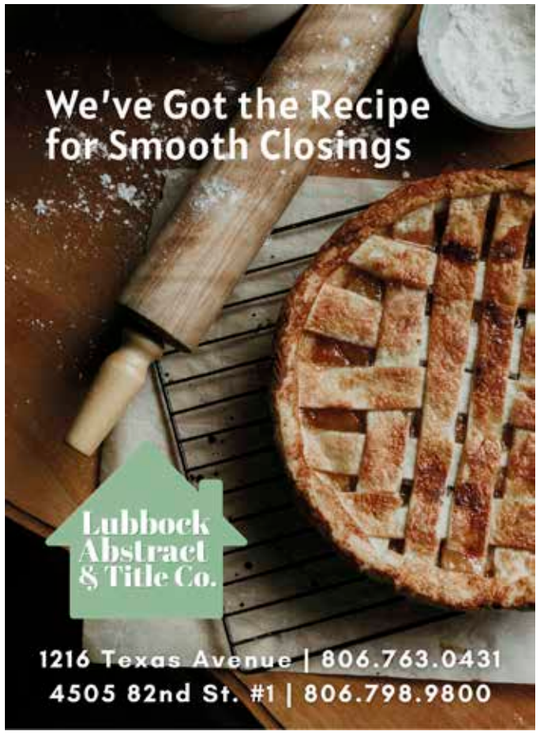
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Candice and her children. She welcomed Jaxson a few weeks early that December, leaning heavily on her faith as she moved forward. Her mother-in-law, Sandy, helped her raise the boys and became, in Candice's words, her "mother, best friend, mentor, and confidant."

Today, Ty is 21 and studies music at South Plains College, while 17-year-old Jax is a high school senior. The family enjoys traveling, relaxing, and playing Sequence and Mexican Train together.









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Karla Clanton

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Karla Clanton never expected a casual conversation with a friend to become the beginning of a second career. After attending both Texas Tech University and the Amarillo School of Hygiene, Karla had spent the first 41.5 years of her professional life as a registered dental hygienist. Those years taught her the value of respecting and caring for clients, building trust, and remaining dedicated to the people she served—qualities that would eventually become just as important in her real estate career.

Then in 2004, a friend mentioned that she wished to work toward obtaining her real estate license. Karla vividly remembers spontaneously agreeing, discovering in that moment a spark she could not ignore. She had always loved homes and creating the heartbeat inside of them, but suddenly, that longtime interest felt like it could become something tangible.

That same year, Karla enrolled in classes and passed her real estate exam on the first try. Before long, she was ready to put her new knowledge to work, searching for her first investment property. "God blessed me from that day forward," she says.

Karla's first listing was closer to home than she expected, right in her hometown of Idalou, Texas. The joy she experienced from that first sale motivated her to keep moving forward, especially after witnessing the gratitude her clients expressed.

Prior to joining her current brokerage, Karla worked as an agent for Lutrick Real Estate, Westar, and Keller Williams, where she learned the importance of "crossing her t's and dotting her i's" when handling agency tasks. Today, she works alongside her broker, Brian Aycock, a friend she has known since first obtaining her license.

For Karla, building lasting relationships and staying connected to her



Bonus Round

Favorite Books: The Bible, which provides her with wisdom and guidance for all that life brings her way, and Beach Music by Pat Conroy, a beautifully written story that made Karla both laugh and reach for tissues.

Fun Fact: Being an early riser has led her to accidentally text people at 4:30 a.m. on multiple occasions!

Leadership Roles: Karla has always been deeply involved in her community through teaching and public service. She served for nine years as a member of the Idalou School Board and currently serves on the Advisory Council for the South Plains College School of Dental Hygiene.





community are essential to generating referrals and making impact in the industry. She doesn't network within the walls of an office, but rather in day-to-day life. Whether through her church, friendships, or family, Karla is grateful for the supportive clients who continue to share their positive experiences and recommend her work to others.

In such a vast market, Karla stands out through the availability and dependability she provides to each of her clients. Her motto, "Do it now rather than tomorrow," guides her schedule each day, earning her the title of a "Pop-Tart" REALTOR® among her loved ones, a nickname that reflects her reputation for being quick to respond and assist her clients.

When she isn't busy with real estate, Karla loves to spend time with her biggest gift in life—family. Her husband, Jim, has been a constant source of encouragement, supporting her through everything from real estate investments and flips to home builds. They enjoy traveling together with their children and six grandkids, often journeying internationally as well as exploring the beautiful scenery across the United States. Colorado, with its breathtaking mountains, remains a much-loved family favorite.

Karla loves sharing her culinary skills with others, tending to her garden, reading a good book, and playing a game of mahjong or bridge. Her life is marked by the love of Jesus, and she hopes to share that same goodness with those around her as she continues to serve others in love.

As she continues her career in real estate, Karla's priority is helping people achieve their dream of homeownership while remaining patient when obstacles arise. While the business can be both challenging and rewarding, Karla intends to keep running the race with endurance, positively impacting everyone she meets along the way.

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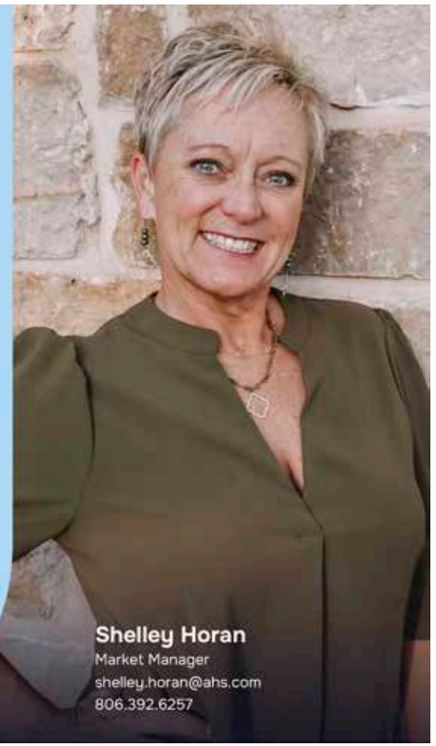
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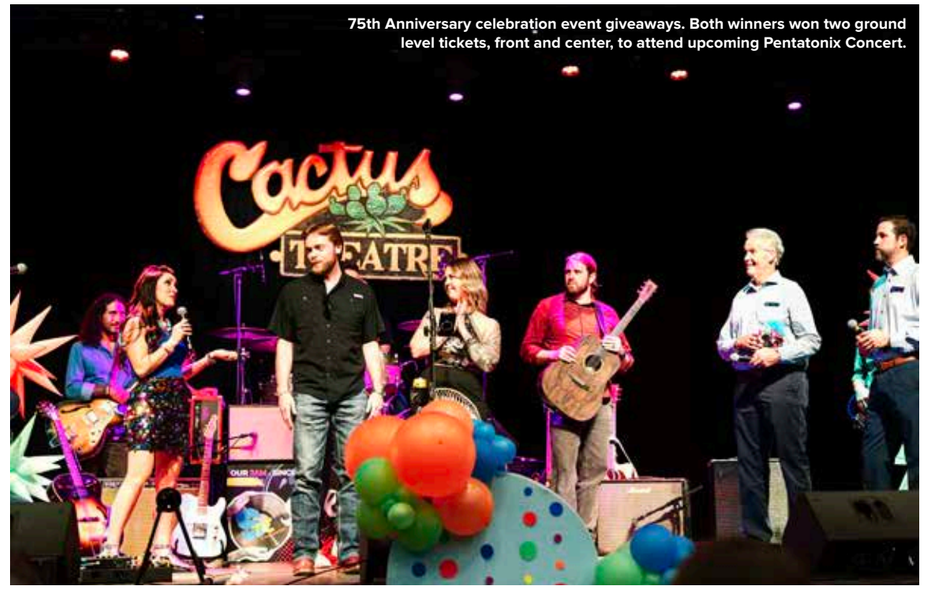
Service Title

75 YEARS SERVICE STRONG

STORY BY DANNY DONALDSON • PHOTOS BY TABITHA COFFMAN, TABITHA COFFMAN PHOTOGRAPHY



Pictured left to right: Nic Shute, Paul Whitmer, Michael Stirland, Todd Timberlake, Audra Boedeker, Jessica Taylor, Tavia Bryant, Lydia Duenes, Sandy Hawkins, Kat Gicante, Bill Hughes, Brent Noble



75th Anniversary celebration event giveaways. Both winners won two ground level tickets, front and center, to attend upcoming Pentatonix Concert.

A real estate transaction may come together in a matter of weeks, but the work behind a clear title can reach back decades, which is why experience matters.

For 75 years, Service Title has helped Lubbock-area buyers, sellers, real estate professionals, lenders, attorneys, and investors navigate that work with confidence. Established in 1951, the locally owned, family-operated company provides title insurance and escrow services for residential and commercial real estate transactions.

Service Title remains firmly rooted in the community where it began. "Our production is local, our legal counsel is local, and we are very easily accessible," the team explains, adding that clients and real estate professionals can sit down face to face with people who know the market, understand the transaction, and will still be available long after closing.

Service Title's accessibility reflects a philosophy that has guided the business for decades. The team describes it as the kind of relationship once sealed with a "good ol' boy handshake," backed today



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by experienced professionals, thorough title examination, strong underwriting support, and high ethical standards.

In a government-regulated industry where rates and pricing cannot simply be adjusted, the team believes the difference comes down to service and expertise. "For your protection and ours, we do things the most thorough and proper way," they explain. "No shortcuts."



Brent Noble, Audra Boedeker, Tavia Bryant, Todd Timberlake

That approach has become increasingly important as the industry has evolved. "The title industry has changed dramatically in the last five years," the team notes. With new title operations entering the market, Service Title encourages real estate professionals and their clients to look closely at the experience and resources behind the business handling their transaction. The team considers experience, financial backing, underwriting counsel, and familiarity with the region and market essential for customers and real estate agents.

For agents, choosing a title company can have implications long after everyone leaves the closing table. Title-related issues may not emerge until years after a property changes hands, potentially bringing buyers, sellers, and real estate professionals back into a complicated claim or dispute. "Agents might not realize that they can easily be dragged into the middle of a title-related claim or lawsuit until it happens, often years down the road," the team stresses. "Experience matters."

Service Title's goal is to address potential concerns before ownership transfers and provide protection that lasts well beyond closing day. That experience becomes especially valuable when a transaction is anything but straightforward. "Even in difficult, multilayered transactions that may seem nearly impossible to conquer, rest assured that with our skilled staff, attorneys, and underwriting counsel, you will close with worry-free ownership," the team emphasizes.

The team also sees the title provider as an important part of the professional network surrounding every buyer and seller. Property buyers and sellers invest in quality partnerships with real estate agents, and for their own protection, they owe it to themselves to invest in a partnership with Service Title to ensure their real estate transaction is handled properly for the long haul, with the best service and security.

After 75 years, the team's favorite measure of success is straightforward. "We have no greater fulfillment than when the ink is dry and the agents and customers leave our office feeling reassured, accomplished, settled in, and happy," they say.

Service Title credits its longevity to the brokers, lenders, homeowners, investors, and other professionals who have trusted the team throughout the decades. "We are nothing without these loyalties and friendships," they add. "For each of you, we are forever grateful and would be honored for your continued business."

The real estate industry has changed considerably since 1951, but Service Title's commitment has remained steady: do the work thoroughly, protect the people involved, and be there when questions arise. Seventy-five years later, that commitment still defines Service Strong.



Service Title

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A Place at the Table.

A Strong Finish!

BY LAR PRESIDENT COLBY NORRIS



November is when every newsletter reminds us to be thankful. It's a worthy message, even if it gets passed around more often than the mashed potatoes. This year, let's give gratitude something to do.

But first, an important Thanksgiving position: the perfect bite combines turkey, dressing, and cranberry sauce from the can, with ridges. I respect everyone's right to be wrong about this.

Thanksgiving takes me back to football with John Madden and Pat Summerall. It seemed like Madden was just as excited about the turducken as he was about the game. Turkey, duck, and chicken, all in one glorious exercise in excess. He would walk us through how the delicacy was forged, and by the end of it, you would think that Barry Sanders had just run for a 20-yard touchdown the way he was shouting, stuttering, and circling the screen with his yellow pen. Those games are part of the shared memories with crowded kitchens solving the world's issues and kids wondering when it's going to be time to eat.

Of course, Green Bay is football's top franchise. With a name like Colby, becoming a cheesehead was practically a birthright. Watching Green Bay win on Thanksgiving is a great tradition. Cowboys fans have their own Thanksgiving tradition: explaining why next year will be "their year."

Football loyalty aside, everyone deserves a place at the Thanksgiving table.

November kicks off **Turkeys for TREPAC,** helping the South Plains Food Bank assemble Thanksgiving meals for local families. One hundred percent of each contribution goes directly toward putting food on tables here in the South Plains. Every dollar stays in our community. I encourage each member to give back to our community through Turkeys for TREPAC. You can also sign up to share in the experience of passing out these meals. Contact Bambi, myself, or our incredible staff for more information.

The table also offers a fitting reminder of why TREPAC matters to our profession: "If you don't have a seat at the table, then you're probably on the menu!"

TREPAC advocates and supports candidates who understand real estate and private property rights, strengthening our REALTOR® voice. Alongside our Association's advocacy at the local, state, and national levels, that support helps ensure decisions affecting homeownership, our clients, and our livelihoods include our perspective. It is imperative that we are represented while these issues are being addressed, and TREPAC gives us that voice.

Here in Lubbock, we have so much to be thankful for: a relatively stable market, growth supported by our local economy, and the freedom to own property and build a business. Those opportunities deserve our gratitude and our involvement. They also deserve a strong finish. Make the follow-up call. Guide the client who needs you. Thank the people who trusted you. Prepare for the coming year without checking out of this one.

I'm proud to represent members who serve this community well beyond the closing table. This November, let's invest in our profession, show up for our neighbors, and help more families enjoy the holiday together. There's room at the table. Let's make sure it's filled.

And don't forget the canned cranberry sauce!

Go Pack Go!

Colby









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Happy Thanksgiving

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