

LUBBOCK

OCTOBER 2026

REAL PRODUCERS[®]

Lisa & Jeff Sellers

THE SELLERS
REALTY

COVER PHOTO BY
ALICEA MULLINS,
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PHOTOGRAPHY



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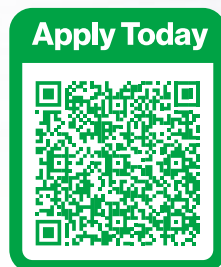
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*These numbers are approximate

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

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A BIGGER PURPOSE BEHIND THE PAGES

The N2 Company is giving back to fight human trafficking, and Lubbock Real Producers is a huge part of that impact.

One of the things I'm most proud of about being part of *Real Producers* is knowing that what we do reaches far beyond our local community. With the support of our readers and advertising partners, our national publisher, The N2 Company, is making a tremendous impact in the fight against human trafficking.

Human trafficking is a heartbreaking reality that affects people around the world, including right here in the United States. Children and adults are victimized through forced labor and sexual exploitation, often in ways that can be difficult to see or imagine.

The N2 Company has been committed to fighting human trafficking for the past 10 years through N2GIVES. Since 2016, 2% of the company's gross revenue, not profit, has been donated each year to organizations working to prevent trafficking, educate communities, rescue victims, and help survivors rebuild their lives. In 2026, we are celebrating 10 years of giving and

more than \$30 million donated. What an extraordinary milestone, but what matters most are the lives behind it.

And I want to take a moment to say **thank you.** Every time you read our magazine, attend one of our events, or partner with us as an advertiser, you help contribute to something much bigger than a publication.

This year, N2GIVES is supporting four organizations: **Atlas Free, International Justice Mission, Love Justice International,** and **The Exodus Road.** Each is doing important work to fight trafficking and bring freedom, justice, and hope to those affected.

I encourage you to take a few minutes to learn more about these organizations and the meaningful work they are doing.

I'm grateful that *Lubbock Real Producers* gets to play a small part in making such a meaningful difference.

Kathy Pettit
Lubbock Real Producers
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Lisa & Jeff Sellers

THE SELLERS REALTY

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

Lisa Sellers was a stay-at-home mom for years, raising five kids and running a home-based business she could fit around them. Real estate wasn't a lifelong calling. It was just the next thing that made sense. She got licensed in 2004 and landed at Pat Ham Realtors, where Pat became the kind of mentor she still talks about with gratitude.



Jeff didn't come from real estate either. He'd spent years in youth and family ministry and did some sales work before he followed Lisa into the business two years later, in 2006. "I wanted to work alongside Lisa and build a family business," he shares.

Lisa and Jeff were at two other brokerages in Lubbock, picking up training and figuring out what kind of company they wanted to run. By 2008, they'd opened The Sellers Realty, with Jeff as broker. Lisa still lights up talking about it. "It's such a blessing to work every day with my best friend," she says.

Faith is baked into how Jeff and Lisa run everything. "Jeff and I both believe that Christ must be the center of everything in our lives," Lisa stresses. "We are far from perfect and make mistakes, but we try to own them and ask for forgiveness when we do."

Jeff and Lisa have five children—Brandon, Brooke, Brittany, Brenna, and Bryce—also known as the "Fab Five." Four of the siblings live close enough to walk over to see their parents for Sunday dinners and random weeknight hangouts. Two of the kids have joined the family business full-time: 12-year licensed agent Brooke Newsom, who manages office administration and works with buyers alongside Lisa, and Brenna Corgill, who recently became licensed. Rounding out the growing crew is a pile of grandkids and Belle, their Labradoodle.

Jeff and Lisa have quite a collection of client stories that have stuck with them. Jeff recalls a young couple on their first home, a brand-new construction. "At closing, they were sobbing and telling me how they had previously been addicted to drugs and were homeless," he explains. "They were so grateful and couldn't believe they were able to buy their own home."

Lisa reflects on a time when she ate lunch at Stella's on 50th and always requested the same waitress, a college student Lisa figured was going places. She left her a business card, and they stayed loosely in touch. Eventually, the young woman called asking for help buying her first house. Then, Lisa helped her parents find a home in Lubbock after they moved from Midland. Then another sale. Then, this past summer, Lisa helped her aunt find a new house and sold her other house. "Through the years, this family has become some of our closest and dearest friends," Lisa notes.





Jeff and Lisa with daughters
Brooke and Brenna

For His Glory

When Jeff was 17, he broke his neck in a serious car accident. “God healed my body and gave me more life to live,” he shares.

Fun Fact

Lisa’s high school aptitude test said she would be a good race car driver.

Mark Nanny and Pat Ham come up as the two people who shaped both Jeff and Lisa most as agents. Their professionalism and integrity were exemplary.

Jeff’s definition of success comes from Matthew 25:21— hearing “well done, good and faithful servant.” Lisa’s hits closer to home: raising kids who love Jesus. Neither one is trying to be anything they’re not. “I am actually a pretty plain vanilla type of person,” Lisa says with a laugh. Jeff’s version of the same idea: “What you see is what you get. I never want to act like I’m too big for my own britches.”

They both like meeting clients at All About Chai in the West End—Jeff for the quiet, Lisa for what she thinks is the best latte in Lubbock. Off the clock, they’re usually together, on the porch or out on the golf course. “My favorite place to be is anywhere with him,” Lisa says.

Jeff puts it best when he talks about what the job means to him. Real estate, he says, “is a vehicle that gives us more opportunities to serve and share the blessings God affords through this business.” Twenty years in, opportunities keep coming. 🏡



**CONTACT
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Ty Horsford

MOVEMENTS REAL ESTATE

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

Ty Horsford thought real estate would be a side gig. When he started in 2019, he was working full-time as a pastor at Experience Life in Lubbock. Before working in ministry, he had graduated from Abernathy High School in 2004, earned his bachelor's degree from Texas Tech in 2007, and spent time in promotional product sales.

Real estate was supposed to provide some supplemental income. "The more I became familiar with the industry, and the more I got involved, I truly felt that the Lord was calling me to real estate full-time," Ty explains.

Real estate is now Ty's ministry. Moving can be exciting, but it can also come after a death, during a divorce, or when someone's health has made a longtime home no longer workable. "I've had the opportunity to walk through difficult seasons of life with people," Ty shares. "Helping people through the hard drives me to keep going when things get hard in my business."

Ty has also watched young couples become repeat clients—he helps them buy their first home, and they return years later to sell it and find a place for their growing family. "I'm most fulfilled by getting to do life with people and getting to see families turn a house into a home," he says.

Ty started his real estate career with Keller Williams before joining Movements Real Estate, a smaller brokerage run by his former pastor and friend, along with the pastor's wife. Trust and shared values led him there, where he thrives on relationships, remains true to his small-town West Texas values, and believes that if you treat people the way you want to be treated, the business side will work out. He brings that same attitude to his relationships with other agents. "We are not competing with one another," he stresses. "We are on the same team."

An early experience showed him exactly why agent collaboration matters. One client needed to sell a home within a week. As Ty put the sign in the yard, he and the seller prayed that God would bring a buyer the next day. The next day, a buyer's agent brought a solid offer, and they made a smooth trip to the closing table.

For Ty, moments like these make his work worthwhile. He wants to be the agent who stays calm when a deal gets complicated,

answers the phone when clients need him, and helps people navigate the parts of real estate that have little to do with the paperwork.

Ty's life outside the business stays close to the community he serves. He and his wife, Elizabeth, have been married for 14 years and have two children, Parker, 9, and Barrett, 7. The family enjoys Colorado vacations, Texas Tech sports, board games, swimming, and golf cart rides

Photo provided by Ty Horsford





TY ON THE FLY

DO-OVER? NO THANKS.

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IN A FEW WORDS

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around the neighborhood. Ty enjoys fishing and coaches his kids' sports teams. He's also the "Voice of the Abernathy Antelopes," broadcasting local sporting events, and serves on the local school board.

After seven years in an industry he expected to treat as a side job, Ty's definition of success is straightforward. "Success is being the best version of myself," he notes. "Success is measured by how you treat other people, your level of integrity, and whether people can trust you."

Ty wants to be remembered for following Jesus, loving others well, and putting his family before his work. Those things matter more to him than any business achievement, which is fitting for an agent who sees a closing as the beginning of a relationship rather than the end of one. ▀

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REMINGTON REEDER

HUB CITY HOME INSPECTION

STORY BY DAN STEELE • PHOTOS BY ROWDIE RICHARDSON, ROWDIE BRIGHT PHOTOGRAPHY (UNLESS OTHERWISE NOTED)

Home inspections are one of the most critical aspects of real estate—with the potential to completely change the course of a transaction—and can create tension for buyers and sellers.

Remington Reeder of Hub City Home Inspection says that delivering the most accurate information to the client is paramount. “We are here to help provide



Photo by Robin Needham

“MOST HOMES WILL NEED SOME WORK OR TLC, BUT IF THE CLIENT IS EXCITED ABOUT THE HOME, THE ISSUES ARE USUALLY MINOR IN COMPARISON TO THE JOY THEY WILL GET FROM OWNING THE HOME OVER TIME.”

thorough and trusted information to the client and REALTOR® so they can move forward with confidence,” Remington shares. “We strive to put ourselves in the buyer’s or seller’s shoes and recognize the concerns when approaching a large investment such as a home.”

Hub City offers multiple types of inspections to help home buyers and sellers, including standard inspections, sewer scoping, and septic tank and well inspections. For termite inspections, the team works with local pest companies. “With our network of specialists, we aim to answer all inspection questions,” Remington states. “We understand that inspections can cause anxiety, and we work to ease any tension by presenting the big picture of what a home is telling us and not a ‘the sky is falling’ picture.”

Although agents and clients often experience stress about inspections, Remington and his team find that most issues don’t derail the transaction. “Most of the time, things are completely fixable,” he explains. “Most homes will need some work or TLC, but if the client is excited about the home, the issues are usually minor in comparison to the joy they will get from owning the home over time.”

One of the most fulfilling parts of Remington’s job is doing walk-throughs with clients so he can break down the inspection report. “We get time to discuss what they are about to see in the report and put them at ease instead of on edge,” he explains. “When a client chooses to walk through the home after the inspection and discuss items that will be noted in their report, we can see them relax and feel more settled about moving forward.”



Photo by Robin Needham

With Remington’s lifelong familiarity with homes, clients can rest assured they are working with a professional who knows the ins and outs of the inspection process. “Growing up with parents who invested in real estate over the years and a dad who believes everything is fixable (he happens to be a home inspector, as well), I was used to being in and out of homes and discussing concerns and solutions,” says Remington, who owned and operated a carpet cleaning and water mitigation company for 10 years in New Mexico before he and his family moved to Lubbock. “The transition, while challenging as I learned building code and the do’s and don’ts of inspecting, complements my past experience working with people and in homes.”

When he isn’t helping his clients move forward with confidence in real

estate transactions, Remington loves spending time with family, whether he’s taking his wife out to dinner, hitting golf balls, shooting with his son, or attending a painting class or other artistic endeavor with his daughter. “We enjoy visiting various businesses around town, playing outdoors, and having cozy movie nights in the home we’ve been blessed with,” he shares. He also enjoys reading and staying current on topics that interest him, as well as Bible study and learning what a life led by Christ should look like. 🏡



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Dilyn ADDIS

KELLER WILLIAMS REALTY

STORY BY JANCI SMITH

PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY

Before Dilyn Addis entered the real estate business in January 2018, she was still searching for her “calling.” As a fresh psychology graduate from Texas Tech, she took a different path than most college graduates who head straight into the workforce. For Dilyn, marriage and motherhood became the next chapters of her life.

As fulfilling and joyful as motherhood was, she couldn’t shake the feeling that she was meant to build something of her own alongside it. She saw other women finding ways to pursue careers or businesses alongside motherhood, yet nothing seemed like the right opportunity for her. When a close friend called, excitedly relaying all the possibilities within real estate, something clicked. “I decided to take the leap and not give myself too much time to talk myself out of it,” Dilyn shares. “I knew I’d regret it if I never tried.”

Today, Dilyn works as an agent for Keller Williams Realty, the same brokerage her friend had once called her about. The collaboration and support she received from team lead Tara Newton and broker Pam Titzell immediately helped her settle into a rhythm while remaining fully present as a mom. Although her first few years in the business came with their fair share of challenges and letdowns, the immense gratification she finds in helping others navigate major life decisions—from moving to a new town to finding a home—makes it all worthwhile.

Today, Dilyn no longer feels the need to prove herself, trusting that the right opportunities will find her at the right time. For her, the heart of real estate has always been the people, not the transactions, and she finds the most fulfillment in helping clients accomplish what they once thought was impossible. “I love helping the family who never thought they could give up their 3% interest rate for a bigger home, the buyer whose numbers turned out better than they expected, or the single parent who takes a brave step to better their future,” she explains.



Dilyn’s unwavering enthusiasm for Lubbock shows in every aspect of her life and shines through in her work. Whether she is introducing clients to a neighborhood, recommending a local business, or pointing a friend to a favorite park or restaurant, she is always eager to share the charm of the city



Dilyn's Guidebook

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WEEKEND ACTIVITIES

First Friday Art Trail and Saturday morning farmers markets.

PERSONAL FACT

After giving birth to her first baby at 23, Dilyn experienced a stroke—a moment that changed the way she viewed life. After recovering, doctors told her that her brain scans showed no signs of what had happened. To this day, she sees that outcome as a miracle from God, despite the weight of such a difficult season.

she loves. As she continues to build her career, she never wants to lose that passion. If her clients feel cared for, informed, and genuinely supported, she knows she's done her job well. As overwhelming as real estate can be, she feels privileged to be a steady presence, continuing to show up for people in the ways they need most.

When she isn't dedicated to helping her clients, family is Dilyn's top priority. After 13 years of marriage, she and her husband, Devin, cherish this season of parenting and all the laughter, love, and joy their three children—Gentry (11), Jolie (6), and Jameson (4)—bring to their lives.

Together, they enjoy doing anything outdoors, from long walks and bike rides to traveling or cheering on the Red Raiders. They are incredibly grateful to have built a life for themselves in Lubbock, surrounded by friends and family. Dilyn loves bringing people together around a table, and in her opinion, no meal is complete without dessert.

To Dilyn, there is something deeply meaningful about making others feel comfortable in who God created them to be and celebrating every win alongside them—client or friend alike. More than anything, she is grateful for God's guidance and faithfulness throughout her life and hopes to share that encouragement with everyone she meets. 🍷

CONTACT ME!

Connect with Dilyn
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Harvesting Success

BY LAR PRESIDENT COLBY NORRIS



October in Lubbock brings cotton harvest, busy roads, cooler mornings, and the annual reminder that making firm plans around West Texas weather is an act of unreasonable optimism. And while you're sipping your pumpkin spice chai tea latte with an extra pump of pumpkin, you schedule out the rest of the year. You prepare. You plan. You line up everything exactly like it should go.

Then reality hits. A financing issue pops up. An inspection uncovers a surprise. A contingency falls through. The buyers decide to walk away on the last day of the option. Suddenly, the neat little plan you started with is scattered across the calendar like tumbleweeds across Woodrow Rd. Yet, somehow, we survive, and the work continues.

Grit may be one of the more fitting things about doing business in West Texas. We understand that good outcomes usually

require patience, timing, and the ability to adjust without making a dramatic production out of it. Farmers don't control the weather, and REALTORS® can't control the market. We can't control interest rates, appraisals, inspectors, lenders, buyers, sellers, title issues, or the mysterious force that causes underwriters to request "just a couple" additional pieces of information. However, we can control how we respond. We make the phone call. We resolve the issue. We keep people informed, and we keep things moving. We take what we have, and we make it work. There is something very Lubbock about that.

October reminds us that the harvest doesn't happen because everything went perfectly. It happens because people did the work, adapted when necessary, and stayed with it until the job was finished. The same is true in real estate. Some seasons are smooth. Some are messy. Either way, you keep the wheels turning, and you guide your clients across the finish line.

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