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SEPTEMBER 2026

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Heather Womack

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Pages 6

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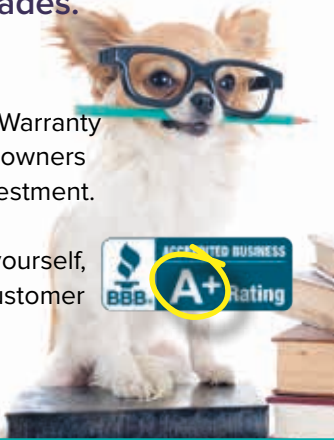
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Heather Womack

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

Before earning her real estate license in July 2016, Heather Womack had already built two successful careers. She and her husband, Scott, brought Baskin-Robbins back to Lubbock in 2007 before selling the business in 2015, and Heather had also spent years as a successful Mary Kay Sales Director. When her youngest son entered his senior year of high school, she decided to try something new.

Scott had been with Coldwell Banker since 1994, building a respected career in commercial real estate, so joining Coldwell Banker Trusted Advisors felt like the natural place for Heather to begin. One of the best decisions she made was setting a personal goal before she ever sold a home. “When

I started, my goal was not to miss anything during Landry’s senior year,” she shares. “I was there for all of it. And since then, I have learned, worked hard, made lots of mistakes, and grown immensely.”

Heather believes becoming a trusted REALTOR® happens one client at a time. Every transaction teaches something new, and every client deserves someone committed to continual growth. “I strive to be the best I can be for all clients, whatever their needs are,” she says.

That commitment shows up in the small things: returning phone calls before the end of the day, answering one more question about an inspection report, and following up on the many moving



parts of real estate. Heather enjoys that side of the business just as much as handing over the keys because she knows successful closings are the result of teamwork. “I enjoy the camaraderie with other REALTORS®, working with lenders and the title company, and making the process a seamless transaction for my clients,” she says.

Heather is quick to recognize the people who have encouraged her along the way. She speaks highly of fellow REALTORS® Chanda White and Lesli Spears, both of whom she describes as wonderful to work



“
**Being
able to lay
my head
down
at night
knowing
that I
did my
very best,
treated
people
the way I
want to be
treated,
and
worked
with
integrity,
not
perfection,
is success.**

”



with, and she continues to admire Scott’s example after more than three decades together.

When transactions become stressful, Heather relies on a perspective that’s much bigger than real estate. “I know that my role is to do my best and work as unto the Lord and not man,” she says.

That same foundation shapes how she defines success. Awards and production numbers have their place, but they aren’t what she thinks about when the day is over. “Being able to lay my head down at night knowing that I did my very best, treated people the way I want to be treated, and worked with integrity, not perfection, is success,” she shares.

Outside the office, life stays full. Heather and Scott celebrated 35 years of marriage this year and have two sons, Addison and Landry. Their family recently grew with Landry’s marriage to Gentry. “We are thrilled to add a girl to the family,” Heather says.

Heather and Scott enjoy traveling together, opening their home to friends, relaxing by the pool, and spending evenings watching BritBox. Scott has rediscovered tennis after years away from the game, while Heather has joined what she jokingly calls “the rest of Lubbock” in learning mahjongg. She also enjoys reading, having lunch with friends, and volunteering with children’s ministry at church and the Good News Club at McWhorter. Growing up in a large blended family with five sisters, three brothers, and many nieces and nephews helped shape her appreciation for relationships and community.

When Heather thinks about her legacy, she hopes people remember that she loved the Lord and her family and shared her faith with others. That quiet consistency carries over into the way she serves her clients. She prepares, communicates, follows through, and treats people with care. Those everyday habits have become the foundation of everything she does. 🏡

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The Real Teammates of Kim Flenniken

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In September 2018, the very first issue of Lubbock Real Producers featured Kim Flenniken on our cover alongside her two faithful assistants, Ruthie and Lola. We're excited to welcome them back in September 2026, this time with the newest member of the team, Greg the Lady Cat.

We thought this month would be the perfect time to launch a new series highlighting the pets that bring joy, companionship, and plenty of personality to the lives of our local real estate professionals.

Meet Kim's office team:

- **Ruthie (14):** Goldendoodle, loyal sidekick, and always ready for a ride to showings.

- **Lola (9):** Goldendoodle, adventure partner, Zoom guest star, and professional morale booster.
- **Greg (7):** The undisputed office manager. Almost every afternoon at 4:30 p.m., she jumps on the desk to review the day's accomplishments and insists on supervising every Zoom call from the keyboard.

Kim can't imagine her days without these three. "They fill every workday with laughter, companionship, and delight," she shares. "Whether they're supervising the office or traveling to appointments, they're much more than pets—they're my sidekicks, a huge part of my days, and make my life richer than imaginable."

We're thrilled to kick off our new Pet Spotlight series with this unforgettable trio. If you'd like your pets to be featured in a future issue of *Lubbock Real Producers*, scan the QR code.



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LAR Event on
September 1
from 4:00 to
6:00 p.m.

- Drinks and hors d'oeuvres
- Door prizes
- RSVP with QR code or call



for a come-and-go event to launch this year's real estate campaign with featured stories of impact. Drinks and hors d'oeuvres will be provided, and several prizes will be given away throughout the event. Please RSVP by scanning the QR code or by calling the United Way office at (806) 747-2711.

Through its annual campaign, LAR has consistently demonstrated the meaning of investing in the people and families who call the South Plains home. When our community needs support, we know we can count on LAR to step up, get involved, and help make a difference.

At Lubbock Area United Way, the mission is simple:
Giving | People | Hope

Hope can look different for everyone. It may be a child finding a safe place to learn and grow, a family receiving support during a difficult season, or a young person gaining access to opportunities that can change the direction of their future.

Lubbock Association of REALTORS®:
A Legacy of Giving People Hope

As Lubbock Area United Way celebrates 80 years of impact across the South Plains and the Lubbock Association of REALTORS® (LAR) celebrates its

centennial year, we would like to invite area REALTORS®, lenders, and home builders to join this legacy of impact.

Please join us at the LAR Event Center at 6510 70th Street on Tuesday, September 1, from 4:00 to 6:00 p.m.



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STORY BY LUBBOCK REAL PRODUCERS STAFF WRITER
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY (UNLESS OTHERWISE NOTED)
JULI DRESSED BY J. HOFFMAN'S

Jason Wood likes to say everything is for sale. He comes by the sentiment naturally, having spent 27 years running his family's dealership, R&K Autoplex in Levelland, where he sold GMC, Chevrolet, and Buick vehicles long before he entered real estate. His wife and business partner, Juli, jokes, "He would sell me in a heartbeat if he could," though anyone who knows them realizes she's kidding.

The two met at Texas Tech through a mutual friend, Mikella Newsom—who happened to be Jason's high school girlfriend and, decades later, is still Juli's closest friend. Jason graduated in 1995 with a degree in animal science. Juli followed two years later with a degree in agriculture economics and finance, then went back for a master's in special education. She's spent the past 24 years working full-time at South Plains College (SPC) as Associate Director of Advising and Testing, a job she still holds today alongside her real estate career.

Jason got his license first, in August 2021, after selling the family dealership. Juli got hers two months later. She'd always been drawn to real estate but wasn't sure about the selling part. Then, competition changed her mind. As she puts it, she "was not going to let Jason do something fun without her being a part of it."

They started at a smaller brokerage but kept thinking about their first impression of Keller Williams and a broker named Tara Newton. Eventually, they made the move to Keller Williams, where they found something that felt more like family than a workplace. That support has meant even more during the past year.

For the past 11 years, Jason has battled chronic foot ulcers and osteomyelitis, enduring lengthy hospital stays, hyperbaric oxygen treatments, and years in a medical boot. Six months ago, doctors recommended amputation after diagnosing Charcot foot, but a trusted physician encouraged him to seek another opinion. After connecting with a specialist in San Antonio through a Facebook support group, Jason underwent two surgeries this year to save his foot. Today, he's still working, still driving, and still calling his medical Crow boot his "black beautiful boot."

Those experiences have shaped the way Jason and Juli serve their clients. Having moved several times themselves, including a season without a home between moves, they understand the emotions behind every

PERFECT PARTNERSHIP

Juli enjoys marketing, promotion, and building relationships. Jason thrives on negotiating, making deals, and bringing transactions across the finish line.

FAVORITE TRANSACTION

Helping their daughter purchase her first home.

FUN FACTS

Jason celebrated Texas Tech's national championship by swimming in the campus fountains with his late friend C. Jason Spence.

Juli says years of helping their children show livestock made her an expert pigpen cleaner—she jokes the barn was often cleaner than the house.

Photo by Brecklyn Kennedy,
brecklynfaiths.flicks





transaction. Today, they often help empty-nesters downsize and families relocate aging parents, something especially meaningful as Juli helps care for her elderly mother in Idalou. As devoted Red Raider fans, they also enjoy working with Texas Tech students and alumni.

Family has always been at the heart of the Woods' lives. They spent 13 years supporting Kennedy and Carson in 4-H and FFA before watching both children forge their own paths. Kennedy now manages operations at Fortified Cotton Seed Company, while Carson attends Texas Tech and co-owns Wood Motor Company with Jason. They're also devoted to Wrigley, their 7-year-old mini-goldendoodle, and grand-dog Marley Mae.

Jason may joke that everything is for sale, but he and Juli know the things that matter most aren't. Their goal has always been to build a legacy around serving people with integrity. For them, success isn't measured by what they sell, but by the relationships they build along the way. 🏡



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EVENT RECAP

Red, White, & Blue at the RP American Dream Event

STORY BY JANCI SMITH
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY
MANY THANKS TO J. HOFFMAN'S FOR DRESSING PUBLISHER KATHY PETTIT



An evening of connection and celebration brought the real estate community together as *Lubbock Real Producers* and Lubbock National Bank Home Loans partnered to host the American Dream event on Tuesday, July 14, at the bank's beautiful new Quaker location.

The evening did not disappoint as agents, business partners, and industry professionals gathered to network, celebrate, and admire the enduring American dream of homeownership. Guests spent the evening surrounded by live music, an open bar, and hors d'oeuvres, which many participants noted as “one of the best parts of the evening.”

We are grateful for everyone who attended and for Lubbock National Bank for welcoming us with such generous hospitality. The *Lubbock Real Producers* community continues to grow stronger through the genuine connections, talent, and support that each person brings to our industry.

We congratulate everyone who took home a patriotic door prize—we hope you enjoy it. We also extend a big thank you to Alicea Mullins for capturing the laughter and joy of the evening through her photography.

We can't wait to see everyone at our next event as we continue to connect, elevate, and inspire together.







CORNERSTONE HOME LENDING

Sonya Garcia & Christian Allen

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

For most people, securing a mortgage is just one step in the home-buying process. For mortgage professionals, it's a carefully coordinated effort with dozens of moving parts. Cornerstone Home Lending's Regional Mortgage Manager Sonya Garcia and Senior Loan Officer Christian Allen have built their careers around guiding clients through every step with confidence.

Christian works directly with borrowers, while Sonya originates loans and oversees operations behind the scenes. Together, they combine front-end guidance with operational expertise to help buyers, sellers, and REALTORS® reach the closing table.

Sonya's mortgage career began 16 years ago after starting as an escrow assistant at Western Title. She joined Peoples Mortgage in 2017 as a loan processor and eventually worked in nearly every position in the business. "If there is a job in mortgage, I've done it," she says.

That experience positioned her well when Peoples Mortgage merged with Cornerstone Home Lending in 2026. "When

the opportunity came for me to transition into the role of department head and regional mortgage manager, I jumped at the chance," she shares. "All of my hard work learning the various roles in mortgage came to fruition."

Christian's career has always centered on helping people navigate important financial decisions. Mortgage lending became a natural fit because it allows him to combine financial knowledge, problem-solving, and relationship-building. "I've worked in several areas of the mortgage industry, giving me a strong understanding of the entire loan process," he explains. "I take the time to understand each client's complete financial situation rather than simply placing them into the first loan program available."

Cornerstone offers more than 250 mortgage products, including conventional, FHA, VA, USDA, construction, bridge, jumbo, investment property, refinancing, HELOC, and down payment assistance programs, along with

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Helping those self-employed clients is especially rewarding for Christian. “I love getting to work with self-employed borrowers who are told ‘no’ by other lenders, and then we can provide a solution and get them into a new home,” he says. “The most fulfilling part of my work is helping people accomplish something they may not have believed was possible. Purchasing a home can change the trajectory of a family’s life and create opportunities for future generations.”

For Sonya, few moments compare to helping first-time buyers. She shares, “Being with them from start to finish and

seeing them get the keys to their new home is so rewarding.”

Both believe smooth transactions begin with strong communication and trusted relationships. “I understand how much trust is involved when REALTORS® refer a client to me,” Christian says. “I am accessible, solution-oriented, and willing to put in the work necessary to get difficult transactions across the finish line.”

From an operational perspective, Sonya knows every transaction presents new challenges. “Mortgage is an ever-evolving industry, and no transaction is ever the same,” she notes. “I encourage everyone to get to know their referral partners both in the industry and on a personal level.”

The recent merger into Cornerstone Home Lending

expanded the team’s resources while preserving the local relationships that have defined their work throughout West Texas. “While our name may have changed, we’re still the same local team you’ve come to know and trust,” Sonya says.

That local connection is important to both of them. Sonya and her husband, Tony, own One Guy from Italy (University), and they enjoy traveling, cheering on Texas Tech athletics, and spending time with their Yorkshire Terriers, Oliver and Olivia. Christian and his wife, Alessandra, are raising their three children—Camila, Catalina, and Antonio—and spend their free time taking family road trips and exploring new restaurants.

Whether they’re helping a first-time buyer, finding financing for a self-employed borrower, or working through an unexpected challenge, Sonya and Christian know every successful loan is built on trust, communication, and relationships. ▾



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ROOTED IN RELATIONSHIPS

STORY BY JANCI SMITH
PHOTOS BY ALICEA MULLINS, ALICEA JARE PHOTOGRAPHY

Most people walk through a house and take it at face value. Lacey Hegi sees something more—a place where families will build memories, grow together, and ultimately call home.

That perspective has been a part of who she is long before she became a REALTOR®. A graduate of Texas A&M University with a degree in agricultural economics focused on finance and real estate, Lacey began her career in pharmaceutical sales. While passionate about serving others through the medical field, she found that extensive travel no longer aligned with the future she imagined for herself and her growing family.

Real estate, however, always seemed to weave itself into her everyday life. “I’ve always loved homes,” she says. “Whether it’s an older home to remodel or the design of new construction, I’ve always loved looking at all the possibilities.”

That dream finally began to take root in her life when Lacey and her husband, Kyle, renovated their first two homes together. Each project deepened her appreciation for the unique features of every property. Later, they took on their most ambitious project yet: building their third home from the ground up in Abernathy, Texas.

These deeply personal experiences led Lacey in August 2014 to pursue real estate as the career she was meant to build. What began as a job title quickly became a calling, one that allowed her to serve others while creating a life centered on faith and family. By keeping God at the center of everything she does, Lacey has been able to use her gifts in ways she never could have imagined.

Today, as an agent with ALL Real Estate, she has built her career around cultivating meaningful relationships with every client she serves. The close-knit culture and shared values of her brokerage enable her to provide highly tailored experiences, ensuring buyers and sellers receive the guidance, encouragement, and care they deserve at every step.

Hegi



Photo
provided
by Lacey



GO-TO MEETING SPOTS

Gold Stripe, J&B, Summer Moon, and Saddle Up Coffee Company

FUN FACT

Studied abroad in Italy and traveled through Europe for two weeks without a phone

OUTDOOR ACTIVITY

Going on runs and family walks



This personable approach has opened doors throughout her career, including building lasting friendships, serving repeat clients, and receiving a steady stream of referrals from those whose lives she has positively impacted along the way. “It means so much to me to know people trust me and want to work with me again,” she expresses. Looking ahead, she aims to continue serving her clients in the ways she knows best.

This same sense of care is reflected in her own home. Whether through hosting meals, bringing friends together at their annual Halloween party, or welcoming Santa and Mrs. Claus each Christmas, Lacey understands that home is more than four walls. It is where traditions

are established and community is always found.

“WHETHER IT’S AN OLDER HOME TO REMODEL OR THE DESIGN OF NEW CONSTRUCTION, I’VE ALWAYS LOVED LOOKING AT ALL THE POSSIBILITIES.”

Apart from real estate, Lacey cherishes every second with her husband, their kids—Emma (11), Miles (10), and Ally (6)—and their beloved yellow lab, Beau. Whether they are watching the

sunset, lending a helping hand with farm chores, or simply enjoying the comfort of their home, family continues to be her biggest blessing. As their family has grown, so has their calendar, which is often filled with baseball, softball, flag football, and gymnastics, creating countless opportunities to cheer one another on from the sidelines.

Even amid life’s busiest seasons, those everyday moments remind her of the meaningful role she plays in her clients’ lives. What begins as a house with endless potential soon becomes a place where families put down roots and create lifelong memories, transforming it into a home. This process is what continues to make Lacey’s work so deeply rewarding. 🏡

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THE HOME FIELD ADVANTAGE

BY LAR PRESIDENT COLBY NORRIS



School is in session, football is back, and fall is right around the corner.

Few things are better than college football season. Football season brings our community together. On Saturdays, Lubbock is louder and busier, and you can feel the energy. Hotels fill up, restaurants are packed, and we see a massive influx of alums and visitors who come to experience the 806. That electric feeling is contagious, and it benefits our entire community. It's also a good reminder that as REALTORS®, our success is tied directly to the strength of the community around us.

Our local economy works because of the partnerships we've developed over the years. Texas Tech University, Lubbock Christian University, and South Plains College educate our workforce, attract talent, and bring new ideas to the region. People arrive in pursuit of a degree or a new job and often discover that Lubbock is a great place to build a life.

Our medical community plays an equally important role. UMC, Covenant Health, and Texas Tech Health Sciences Center care for West

Texans while creating thousands of jobs. Every new physician, nurse, technician, or staff member represents another person or family who may soon be looking for a new home.

Farming, ranching, ginning, research, and transportation remain central to who we are. The crop may grow outside the Loop (or the Outer Loop), but its impact is felt throughout every fiber of the city. Agriculture requires grit, patience, and adaptability. Sound familiar? The same qualities are essential for anyone working in real estate.

Add our major employers, manufacturers, retailers, public servants, entrepreneurs, and small business owners, and you have a robust economy that continually brings new people and opportunities to Lubbock.

As REALTORS®, we help turn opportunity into a home. We are often among the first to introduce newcomers to our neighborhoods, schools, businesses, and the character of West Texas. A thriving economy will attract new faces. Our job is to help them plug in and give them a reason to stay,

A lot has changed since 1926. Contracts have evolved. Lubbock has grown

from less than 20,000 residents to almost 300,000. Technology has transformed the way we market, communicate, and negotiate. However, it's never replaced the service we provide our clients. It's only changed how we deliver that service.

Lubbockites have always adapted because the landscape has never given us another choice. We adjust to weather (on the fly), markets, regulations, drought, growth, and technology. We don't wait for perfect conditions. We assess the situation, pivot the plan, and get back to work.

That resilience has carried our Association through a century of service and will carry us into the future. The world will keep changing, but our dedication to our fellow West Texans will not waver. I want to thank every one of you for making Lubbock and the surrounding areas a better place.

Here's to football, harvesting crops, cooler temperatures (allegedly), and another century of helping people find their place in West Texas.

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