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Thank you to everyone who joined us for our Back-to-School Charity Bash event!

We loved connecting with some of our Real Producers community while collecting school supplies for local students and teachers. Thank you to everyone who donated and helped make a difference!

A special thank you to Betenbough Homes Odessa for sponsoring this event and True Title Permian for allowing drop offs. We are thankful for those investing in our *Permian Basin Real Producers* community. We can't wait to see everyone at the next event!



GOOSEHEAD INSURANCE RODNEY HOOPER

BY JAYTON MILLER
PHOTOS BY BAYLEE
RAFF VISUALS

BUILDING TRUST THROUGH EDUCATION AND SERVICE

For Rodney Hooper, helping people has always been at the center of his career. Whether he was standing in front of a classroom teaching biology, astronomy, and geology or coaching high school basketball, his passion has always been about serving others, building relationships, and helping people make confident decisions. Today, that same mindset drives his work as the owner of a Goosehead Insurance agency, where he helps families throughout West Texas find the right insurance coverage with clarity and confidence.

Rodney has been in the insurance industry since 2015, beginning his career with Texas Farm Bureau, where he spent seven years developing a strong foundation in protecting families and their homes. In November 2022, he took the leap into business ownership by opening his own independent brokerage with Goosehead Insurance. The move allowed him to offer clients something he believes is invaluable, the ability to compare multiple top-rated insurance carriers and tailor coverage to each family's unique needs.

As an independent insurance broker, Rodney specializes in helping clients compare home and auto insurance policies from a wide range of highly rated companies. Rather than being limited to a single carrier, he can shop the market to find competitive rates while ensuring clients receive the protection that's right for them.

His path to insurance may not have been traditional, but it's one that prepared him well. Before entering the industry, Rodney spent 15 years in education, teaching at Mesquite ISD before moving to Rockwall ISD. Along the way, he coached high school basketball, an experience that reinforced lessons about leadership, communication, and genuinely investing in people.

"Coaching and teaching taught me that I really enjoy helping people," Rodney says. "Now I simply get to do that in a different way through insurance."

That educational background has become one of the defining characteristics of his business. Rodney understands that insurance can often feel confusing or overwhelming, so he approaches every conversation like a teacher.

"I want my clients to fully understand what they're buying," he explains. "I take the time to go through the details, explain the coverages, and answer every question. My goal is for people to leave feeling informed and confident, not confused."

It's an approach that builds trust, and sometimes even means sending a client somewhere else if it's in their best interest.

"If someone else can better serve a client, I'm going to tell them," Rodney says. "Doing what's right for people always comes first."

That commitment to putting relationships above transactions is also how Rodney defines success. For him, success isn't measured solely by policies written or sales numbers. It's measured by the confidence his Realtor partners, loan officers, and clients have in knowing they'll be taken care of every step of the way.

A proud West Texan, Rodney was born and raised in Andrews and graduated from Andrews High School in 1994. Although he's now based in the Dallas-Fort Worth area, much of his business remains rooted back home in West Texas.

**"I KNOW THE
PEOPLE, THE
COMMUNITIES,
AND THE
MARKET.
WEST TEXAS
WILL ALWAYS
BE HOME."**



“I know the people, the communities, and the market,” he says. “West Texas will always be home.”

That local knowledge is one of the reasons so many real estate professionals enjoy working with Rodney. He understands that purchasing a home involves an entire team working together to create a seamless experience, and he sees insurance as an important piece of that puzzle.

“Realtors work incredibly hard to make the home-buying process a positive experience,” Rodney says. “My job is to make sure that experience continues when it comes to insurance. I want clients to feel like every part of their transaction was handled with care.”

Outside of work, Rodney’s priorities remain centered on family. One of his greatest joys is supporting his son, who is entering his junior year at Rockwall High School and following in his father’s footsteps on the basketball court. Rodney enjoys watching his son’s growth both as an athlete and as a young man, and he cherishes opportunities to vacation with his family whenever possible.

When he’s not working or cheering from the stands, you’ll likely find him working out, enjoying the outdoors, spending time on the golf course, or simply making memories with family and friends.

Above all else, Rodney is grateful for the opportunities he’s been given, the gift of good health, a supportive family, and the relationships that have allowed his business to grow.

For Rodney, insurance isn’t simply about policies. It’s about educating people, protecting families, and earning trust one relationship at a time. It’s a philosophy rooted in his years as a teacher and coach, and one that continues to make a lasting impact on every client he serves. ▀



“REALTORS WORK INCREDIBLY HARD TO MAKE THE HOME-BUYING PROCESS A POSITIVE EXPERIENCE. MY JOB IS TO MAKE SURE THAT EXPERIENCE CONTINUES WHEN IT COMES TO INSURANCE. I WANT CLIENTS TO FEEL LIKE EVERY PART OF THEIR TRANSACTION WAS HANDLED WITH CARE.”

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MAN ON THE MOVE

Ivan Perez

Pine & Beckett Realtors



Built on Trust

BY JAYTON MILLER • PHOTOS BY THE STONES PHOTO + FILM

For Ivan Perez, real estate has never been about chasing the next transaction, it's about building relationships that stand the test of time.

As a Realtor with Pine & Beckett Realtors, Ivan serves buyers, sellers, investors, and families throughout West Texas and Eastern New Mexico with a philosophy centered on honesty, communication, and earning trust. Whether he's helping a first-time homebuyer unlock the door to their first home or guiding an experienced investor toward their next opportunity, Ivan believes every client deserves personalized attention and a professional who genuinely puts their interests first.

That mindset was shaped long before he entered the real estate industry.

Before becoming a Realtor, Ivan spent 12 years working as a lease operator in the oil and gas industry. The demanding nature of the profession required discipline, accountability, and

the ability to perform under pressure while working alongside people from every background imaginable. Those years also reinforced a lesson he still carries today: your reputation is one of the most valuable things you'll ever own.

Growing up in West Texas further instilled values that continue to guide both his business and his personal life; hard work, integrity, and keeping your word.

Ivan began his real estate career with Monument Realty before joining Pine & Beckett Realtors in 2026, attracted by the opportunity to continue serving clients through a brokerage that shares his commitment to exceptional service and long-term relationships.

Today, Pine & Beckett Realtors provides

comprehensive real estate services across residential, commercial, ranch, investment, and development properties throughout West Texas and Eastern New Mexico. The brokerage's mission of providing honest guidance and exceptional service aligns perfectly with Ivan's own philosophy.

Rather than focusing on sales numbers, Ivan measures success by something much more meaningful.

"Success is earning people's trust," he says. "Sales numbers and awards are great, but they don't mean much if people don't remember how you treated them."

For Ivan, the greatest compliment isn't a trophy or recognition, it's when former clients call years later for their next move or confidently recommend him to family and friends because they know he'll always put their best interests first.

That relationship-first mentality also shapes the way he works with fellow real estate professionals.

Ivan believes professionalism, communication, and cooperation create better outcomes for everyone involved. He strives to be known as someone who follows through on his commitments, communicates clearly, and approaches every transaction with integrity. His goal is simple: make every client feel like they're his only client while creating a smooth, stress-free experience from beginning to end.

“ Sales numbers and awards are great, but they don't mean much if people don't remember how you treated them.”

The most rewarding moments in his career aren't measured by commission checks, they're measured by the excitement on a client's face when they accomplish something they once believed was out of reach.

Helping families purchase a home, assisting clients through major life transitions, or watching investors build toward long-term financial goals reminds Ivan why he chose this profession in the first place. Being trusted with





one of the largest financial decisions someone will ever make is a responsibility he never takes lightly.

Outside of work, Ivan enjoys golfing, staying active through fitness, and spending quality time with his wife and daughter. He's also an avid student of business, leadership, and personal development, believing that becoming a better husband, father, and person naturally translates into becoming a better Realtor.

When reflecting on what matters most, Ivan points not to awards or accolades, but to the people who have supported his journey. He is grateful for his faith, his family, the mentors who invested in him, and every client who has placed their trust in him.

One message that continues to inspire him comes from an acceptance speech by musician Drake. The idea is simple: if people continue to support your work, trust you, and choose to work with you time and again, you've already won. Recognition is appreciated, but lasting relationships are the true measure of success.

It's a perspective that perfectly captures Ivan's approach to real estate.

In an industry often focused on transactions, Ivan Perez is focused on people. By leading with integrity, keeping his word, and treating every client like family, he's building something far more valuable than a sales record, he's building a reputation that will continue to open doors for years to come. ▀



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Jeannie COOLEY

Jeannie Cooley
Real Estate Group

Building Relationships That *last*

BY JAYTON
MILLER
PHOTOS BY
BAYLEE RAFF
VISUALS

Some people find real estate. For Jeannie Cooley, real estate found her at exactly the right season of life.

After her and her husband dedicated years to raising two sons, Matt and Luke, and being present for every practice, game, and milestone, Jeannie found herself approaching a new chapter as her youngest prepared to graduate. Rather than seeing an empty nest, she saw an opportunity to pursue something that had quietly been in the back of her mind for years.

“I’ve always loved building relationships and getting to really know people,” she says. “I’m driven and a little competitive by nature. The more I thought about it, the more real estate just made sense.”

Eight years later, she’s certain she found exactly where she belongs.

Today, Jeannie leads the Jeannie Cooley Real Estate Group, serving buyers, sellers, and investors throughout Andrews and the Permian Basin. Whether she’s helping first-time homebuyers navigate one of life’s biggest decisions, assisting families searching for more space, or guiding investors looking to capitalize on the area’s continued growth, her focus

remains remarkably simple: take care of people.

“Our market has its own rhythm,” Jeannie explains. “Many of our buyers come here because of the oil field. They’re relocating, learning the community, and starting fresh. I love helping them not only find a home but also feel like they belong here.”

That commitment to relationships extends well beyond her clients. As her business has grown into a team, she’s grateful that every client has someone in their corner who genuinely cares about the outcome, not just the transaction.

Jeannie’s approach to business was shaped by two influential people who believed in her long before she fully believed in herself.

The first was her father.

“He taught me to work for what I wanted and to think bigger than what was right in front of me,” she recalls.

One memory still makes her smile. Early in her career, Jeannie proudly purchased a small advertising banner for a local business, feeling like she was officially becoming a business owner.

Then her father surprised her with something much bigger... a billboard.

“Nobody was doing that at the time, especially not a brand-new Realtor,” she says. “That was just how he thought. If you’re going to do something, do it big.”

His encouragement instilled a mindset she still carries today: dream boldly, work relentlessly, and never settle for doing things halfway.

Her second major influence was Lance Marker, who gave her the opportunity to begin her real estate career at Heritage Real Estate.

“Lance saw something in me before I saw it in myself,” Jeannie says. “He’s the one who encouraged me to branch out and build my own team.”

She credits his mentorship not only for helping launch her career but also for demonstrating the importance of kindness, encouragement, and treating everyone with respect.

Those lessons continue to define how she operates her business today.

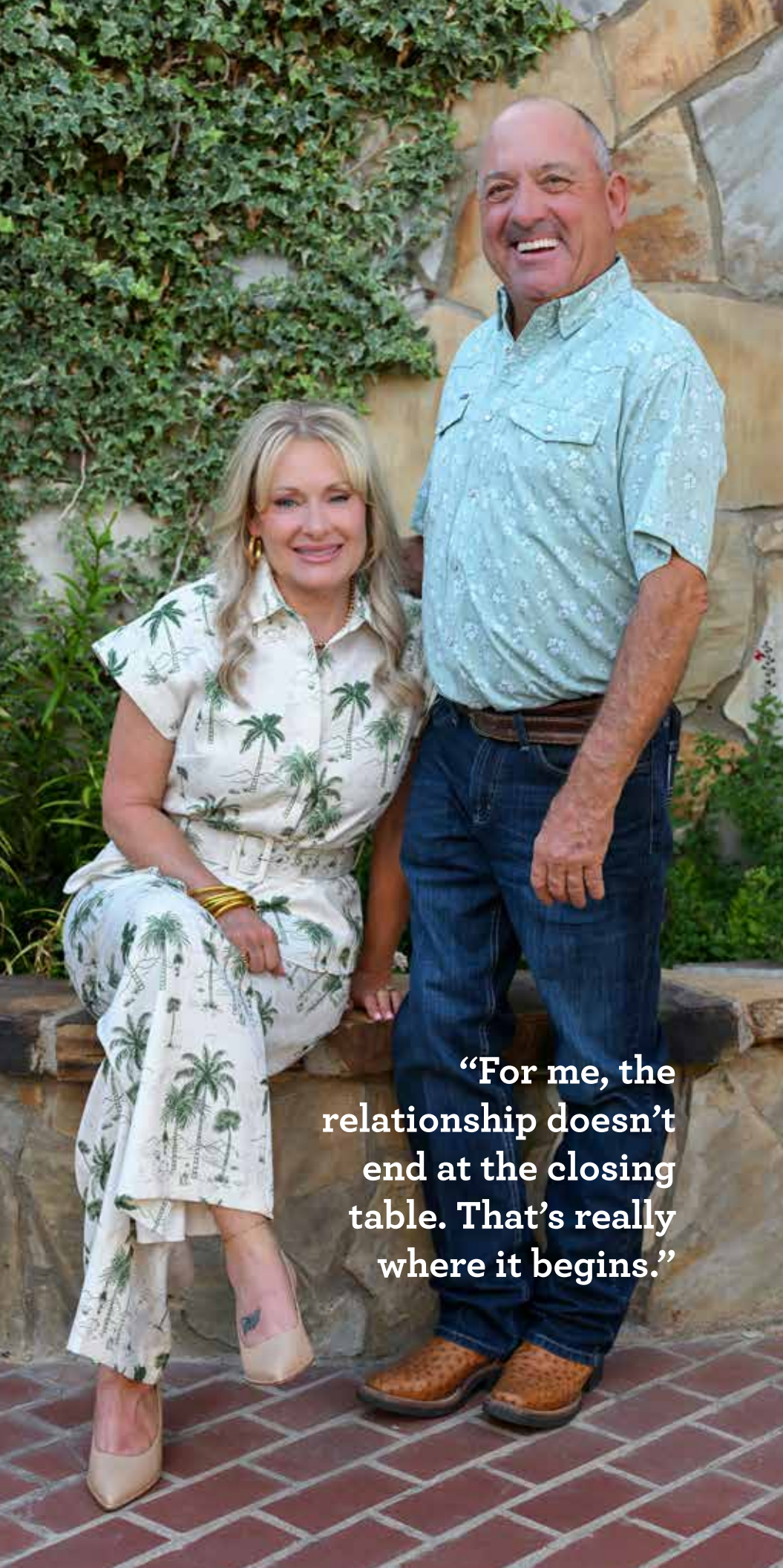
While many agents focus primarily on closing transactions, Jeannie intentionally focuses on understanding the people behind them.

“I want to know why you’re moving, what you’re nervous about, and what this next chapter really looks like,” she says. “That’s what allows me to serve my clients well.”

She also prides herself on something surprisingly simple. “I answer my phone.”

It may sound ordinary, but in today’s fast-paced world, she believes accessibility makes all the difference. “When someone calls, something important is happening for them; an offer, a question, a concern. I want them to know I’m there.”

Perhaps that’s why so many of her clients become lifelong friends.



Some families who relocated to Andrews without knowing anyone have ended up spending afternoons at her pool. She’s attended former clients’ weddings, written recommendation letters for families adopting children, and still gets calls years later asking for advice on everything from home projects to paint colors.

“For me, the relationship doesn’t end at the closing table,” she says. “That’s really where it begins.”

That same relationship-first philosophy extends to the other side of every transaction as well.



Jeannie has always believed that every Realtor she works with should walk away feeling respected.

“This business can be competitive, but I’ve always wanted every transaction to be a positive experience for everyone involved,” she says. “If another agent works with me, I want them to know I’ll do everything I can to make it smooth.”

That relationship-first mindset doesn’t stop at her clients or fellow Realtors. It’s a reflection of the people who have shaped her own life and the support system that has allowed her to build the business she has today.

She says she could never have done it without the unwavering support of her husband Bo. Through the long days, late-night phone calls, weekend showings, and the countless demands that come with serving clients, Bo has been a steady source of encouragement every step of the way.

“He has always believed in me,” Jeannie says. “No matter what season of life we’ve been in, he’s supported my dreams and celebrated every milestone right alongside me.”

That partnership has become one of the foundations of both her business and her life. After 34 years of marriage, Jeannie says their relationship has



tournament honoring her late father. Together with supporters, the event has raised more than \$50,000 in scholarships for Andrews High School students, allowing his legacy of generosity and encouragement to continue impacting future generations.

Looking back on her journey, Jeannie is quick to point to the people who helped make it possible: her family, mentors, clients, and community.

But if there's one thing she hopes people remember about her, it's not the homes she's sold.

It's how she made them feel.

Because for Jeannie Cooley, real estate has never simply been about buying or selling houses.

It's about building relationships that last long after the keys change hands.

“I want to know why you’re moving, what you’re nervous about, and what this next chapter really looks like. That’s what allows me to serve my clients well.”



grown into something even deeper than it was in the early years.

“We’ve been through raising kids, busy schedules, careers, and all the seasons life brings,” she says. “Coming through all of that and still being best friends, that’s one of my greatest blessings.”

Outside of real estate, Jeannie’s greatest joy is her family.

Watching her sons grow into fathers themselves, and spending time with grandchildren Hadlee, Nash, and Heidi

defines her version of success far more than any production award ever could.

“Success isn’t just about work,” she says. “It’s having a good marriage, real relationships with your grown kids, and seeing everything you poured into them reflected in how they raise their own families.”

Faith also remains at the center of her life.

“I’m grateful for every blessing God has given me,” she says. “He keeps me

strong, gives me hope, calms my fears, and gives me joy through every aspect of my life. He is my rock.”

When she’s not helping clients, you’ll likely find Jeannie traveling, enjoying a day at the lake, relaxing by the pool with friends, reading a good book on the patio with Bo, or by her own admission, adding another pair of shoes to an already impressive collection.

She also dedicates significant time each year to the Stogies & Bogeys: Jonnie Miller Memorial Tournament, a golf



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