

▶▶ real producer top agents

WES & PRIMA WOMACK

AN UNSTOPPABLE TEAM

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PHOTOGRAPHY



Wes and Prima Womack have decided to live life by their own rules, leaving behind a life that wasn't serving them and together building a successful business that focuses on customer service, relationship building, and serving people with integrity in their community & beyond.

Prima Womack is rare in Austin; she is a seventh-generation Austinite. She was born and raised in Austin, attended the University of Texas at Austin and is raising her family here. She loves the city and feels she has no reason to ever leave. Her insight and experience make her an absolute asset as a REALTOR®. She knows all of the hidden gems and can pair families with their perfect neighborhoods.

Wes Womack, on the other hand, moved to the Austin area twenty-five years ago. He grew up in a small town in East Texas and left home at the age of fifteen. He arrived in Austin when he was seventeen years

old and quickly fell in love with the city. He was amazed by the diversity and felt immediately welcomed and at home. Wes's twin brothers also relocated to Austin, and the three teamed up and began owning and running several successful bars. It was in this industry that Wes truly learned the importance of customer service and hard work. During this time, he also met Prima and the couple fell in love and got married. Although he gained extensive experience working in the

bar business, he felt exhausted by the hours, and the work began affecting his personal life. He eventually left the industry to create a life of his own.

With little to fall back on, the couple had to hit the ground running. They felt they had focused on themselves for long enough and decided they wanted to start a new life of service. They thought about starting a non-profit or working in social work, but with an innate entrepreneurial spirit, they

instead became interested in real estate. With a focus on family and faith paired with an unmatched work ethic, the couple took their chances and began a business in the real estate industry.

Wes Womack was the first to get his real estate license. He joined up with JB Goodwin, feeling that the company was the best match for him. Their whole goal was to help people and that if you put good into the world, good comes back to you. He felt fortunate to have Mark Murrell as a mentor, but even with great mentorship, the first year in the business was a humbling experience. Wes real-

ized he had a lot to learn and that he needed to earn trust. He knew that even though he could not come close to out-selling the top agent, he could outwork his competition. He never felt comfortable with cold-calling clients, but instead showed up to host open houses every weekend, community events and worked late into the night. With the motto that momentum breeds momentum, he wanted to set a core focus and put his whole heart into the business.

With Wes' business up and running and after the children were in school full-time, Prima decided she wanted to go back to work. For almost a decade, she had worked in property management and figured that she would go back to that business. One night, as the couple was discussing their next step forward, they quickly realized that it would be beneficial to join forces. Wes felt the business was growing quickly and that he could use some help and Prima had experience that closely matched real estate. That year, Prima got her real estate license and joined up with Wes at JB Goodwin.

The couple originally set out with the simple goal of supporting their family. They set up a business plan, highlighting their priorities of doing right by all clients and focusing on building trust through hard work and integrity. After their priorities were set, they began moving their business forward. With the right mentorship, a little luck, and a lot of faith the couple was amazed that by 2014 their business was unstoppable.

In January 2018, Wes decided to get his broker's license and together they began Womack Real Estate. They



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felt grateful for their time with JB Goodwin but were excited for a new adventure. Their number-one goal was to make each client feel that they were taken care of and given a unique experience. They are now 95% referral-based. Both Wes and Prima hate the idea of real estate simply being a “numbers game.” They feel it is far from a numbers game, it is a person’s life and the numbers take the focus off of the importance of a client’s new and important chapter in life. For the couple, real estate has always been about relationships and not a numbers game.

Wes and Prima Womack have been widely recognized in the industry. Together they have received numerous accolades including Broker/Owner GRI, ABR, ALHS (Accredited Luxury Home Specialist), 2018 *Austin Business Journal* Top Producer, 2018, 2017, 2016 City Wide Platinum Top 50 Winner, 2016, 2015, 2014 *Austin Business Journal* Top REALTOR® Nominee, 2015 and 2014 City Wide Platinum Top 50 Finalist, 2017, 2015, 2014 JB Goodwin Top Listing & Sales

Agent/Team and 2014 JB Goodwin President’s Crescent Award.

Although the couple spends time dedicated to their clients, their family is still a top priority. The couple has two children Lyla (10) and Lincoln (9), and they love attending their baseball and softball games and spending time in the community. They also love to travel as a family, especially now that the children are at such a great age to travel. Wes and Prima work hard during the year, so they need to take some time off, check out and relax as a family.

With a focus on what is truly important, the couple will continue to serve clients with honesty and dedication. They vow to never to lose sight of their fundamental beliefs: Helping people, being authentic, and bringing their passion for a positive customer service experience to each and every interaction. With an excellent reputation in the industry, Wes and Prima Womack seem to truly be an unstoppable team.



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