

## Vendor Fair Do's and Don'ts

In a few short weeks, the 2020 LAR Vendor Fair will be here. This event is something that our members look forward to every year. It's a chance to mingle with friends and make new business connections.

As with everything this year, COVID-19 has changed the way we will be holding the vendor fair this year. Luckily we are able to hold this event in person with just a few modifications.

This year all participants will be required to wear a mask in the building. We are asking people to social distance between tables and booths as well. One major change will be how people can access the booths.

Instead of being able to wander freely

through the booths, we are asking that guests follow the directional arrows.

Lunch will be catered by Texas Tech Catering and will be served starting at 11:30 a.m. It will be served until 12:30 p.m.

The LAR Board of Directors and Staff are excited to welcome you to this year's event. Although it will look a bit differently this year, it will still be a fun event with lots of opportunities to see old friends and make some new ones.

The deadline to register to be a vendor is October 15, 2020 by 5 p.m. If you have questions or would like to be a vendor, please contact Holly McBroom at 806-795-9533 or at [members@lubbockrealtors.com](mailto:members@lubbockrealtors.com).

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Learn more about resources for commercial agents and upcoming events

# What is TREPAC?

TREPAC is ESSENTIAL!

Throughout this pandemic, TREPAC helped ensure that real estate was categorized as an essential service so that you could continue to work – not just for you, but for your clients. REALTORS have had a seat at the table, advising on

The mission of Texas REALTORS® Political Action Committee (TREPAC) is to raise and disburse funds to promote home ownership, protect real property rights, and increase political awareness.

If real estate is your profession, politics is your business. And no one protects the real estate industry and your bottom line like TREPAC-Texas REALTORS® Political Action Committee. TREPAC backs local, state, and national candidates and elected officials who have a proven track record of protecting private-property rights, preserving the dream of homeownership, and supporting the vitality of the real estate industry.



## 2020 TREPAC Major Investors

### Platinum R

Jef Conn\*

### Golden R

Tony Lloyd\*

### Crystal R

Donna Sue Clements\*\*

Tim Grissom

Vanessa Dirks\*\*

Tammy Hamersley

Cade Fowler\*

Lisa Pearce\*\*

Marie Garcia

Teresa Smith\*\*

### Sterling R

Cynthia Arriaga

Tim Garrett

Souki

Leigh Anne

Ken Harlan

Kirk Schneider

Brozo

Amie Henry

Winn Sikes\*\*\*

Lisa Carswell

Jacky Howard

Jeremy Steen

Coby Crump

Vanesa Hyde

Pam Titzell

Kathy Davis

Cheryl Isaacs

Scott Toman

Joy Daniel

Charlie Kearney

Rhonda

Rusty DeLoach

Jacoby Madewell

Vanderburg

Vanessa Dirks\*\*

Russell McGuire

Chanda White

Rich Eberhardt

Joe Murfee

Dan Williams\*

Linda Ferguson

Tara Newton

Kim Flenniken

Vickie Noyola Al-

### Corporate Investors

Alliance Credit Union

Lubbock National Bank

Benchmark Mortgage

Peoples Bank

City Bank Mortgage

PrimeWest Mortgage

City First Mortgage

SouthWest Bank

Fairway Independent

Spirit Mortgage

Mortgage

Texas Tech Federal

Homes by J. Ferg Pros

Credit Union

Infinity Mortgage

\* President's Circle and Hall of Fame

\*\* President's Circle

\*\*\*Hall of Fame



**T**his year has been challenging for all of us. But even when the times were tough, members of the Lubbock Association of REALTORS® pulled together to not only meet our 2020 TREPAC goal but to exceed it! We are grateful for your continuing commitment to TREPAC.

We are already looking forward to the 2021 TREPAC year and surpassing our goal once again. Thank you for your willingness to invest in your business. TREPAC fights for your rights and those of property owners as well. We hope you will continue to invest in TREPAC next year. And if you haven't invested yet, we encourage you to learn more about what an asset TREPAC is to your business.

## TREPAC Participation Levels

### **RPAC Hall of Fame**

RPAC Hall of Fame is awarded to members who have invested \$25,000 or more throughout their career as a REALTOR®. This is a lifetime award achievement.

### **RPAC Major Investor Program**

RPAC's Major Investor program consists of an elite and passionate group of REALTOR® investors who give a minimum annual investment of \$1,000 or more.

### **RPAC Platinum R Member**

A Texas REALTOR® investing \$10,000 or more in one year will be recognized as a Platinum R major investor. Individual members can then sustain their Platinum R status with an annual investment of \$5,000.

### **RPAC Golden R Member**

A Texas REALTOR® investing \$5,000 in one year will be recognized as a Golden R major investor. Members can then sustain their Golden R status with an annual investment of \$2,000.

### **RPAC Crystal R Member**

A Texas REALTOR® investing \$2,500 in one year will be recognized as a Crystal R major investor. Members can then sustain their Crystal R status with an annual investment of \$1,500.

### **RPAC Sterling R Program**

A Texas REALTOR® investing \$1,000 in one year will be recognized as a Sterling R major investor.

### **Capitol Club**

A Texas REALTOR® investing \$500 to \$999 in one year becomes a Capitol Club member.

### **Lone Star Statesman**

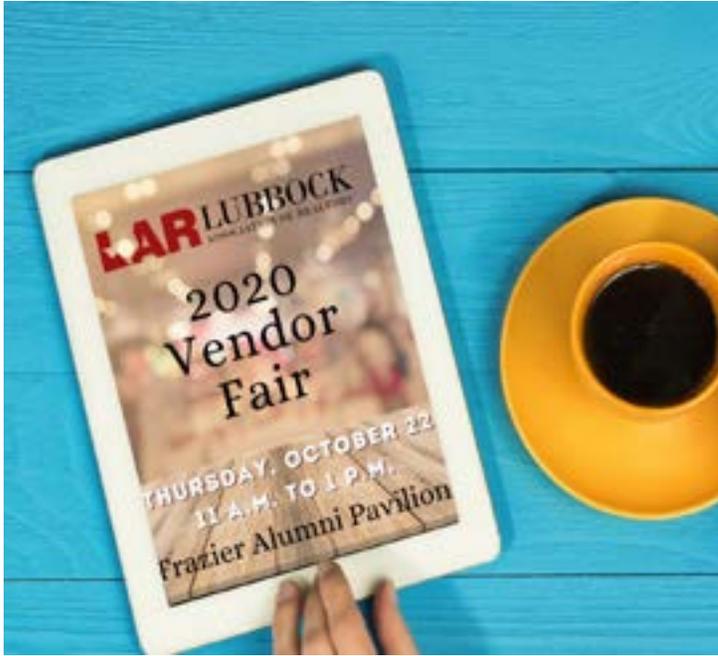
A Texas REALTOR® investing \$250 to \$499 in one year becomes a Lone Star Statesman.

### **110 Club Member**

A Texas REALTOR® investing \$110 to \$249 in one year becomes a 110 Club Member.

### **Participation Club Member**

Any Texas REALTOR® investing \$35 to \$109 is considered a member of TREPAC.



## The 2020 LAR Vendor Fair is coming soon!

Mark your calendars now for this fun annual event!

It's time once again for the annual LAR Vendor Fair. This year, the fair will be held on October 22, 2020 from 11 a.m. to 1 p.m. at the Frazier Alumni Pavilion. Masks are required while attending the Vendor Fair. Social distancing policies will be in effect as well. We want to make sure everyone is safe while at this year's vendor fair.

This is always a very fun event that members look forward to every year. We are accepting registrations for vendor booths/

tables. The booths are assigned on a first-come, first paid basis, so be sure to claim yours before the booths are all gone!

On average, more than 200 REALTOR® Members attend the Vendor Fair. It's a fantastic way to make some great contacts, make some new friends and hang out with your old friends.

Lunch will be provided by Texas Tech Catering and will be served starting at 11:30 a.m.

Booth Prices:  
\$100 for Active LAR Affiliate Members  
\$200 for Nonmembers  
\$250 for a booth with a dedicated monitor  
\$25 for screen advertising

The deadline to register is October 15 at 5 p.m.

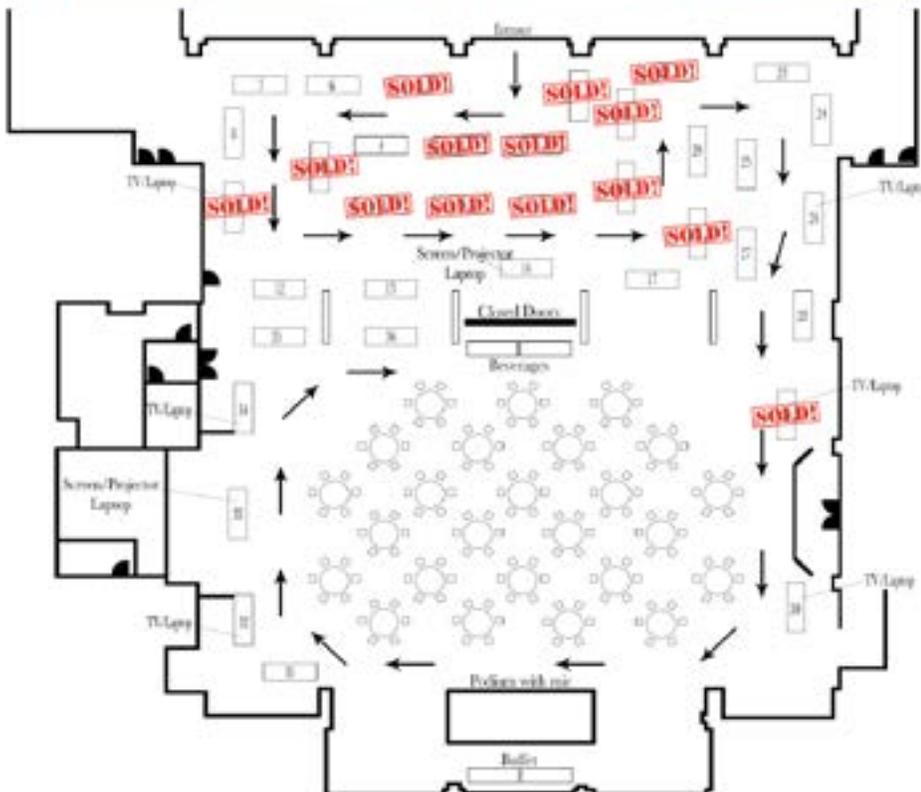
# LAR LUBBOCK

ASSOCIATION OF REALTORS®

## 2020 Vendor Fair

October 22, 2020 | 11 a.m. to 1 p.m.

Deadline to register is October 15 at 5 p.m.



Click here for the Vendor Registration Form

# What your United Way dollars do

Your gift, no matter what size, makes a difference.

**T**he dollars you give to United Way's Community Fund stay right here in the Lubbock area. For as little as \$2.50 a week, you can provide urgent and life-changing resources that impact people throughout the 15 counties served by United Way and our Community Partners.

The money you donate to the Lubbock Area United Way can help our community by providing

- Three weeks of quality, affordable childcare for one child for a weekly donation of \$2.50
- Three well-check visits for low-income children for a weekly donation of \$5
- Support services for 14 victims of sexual assault or sex trafficking for a weekly donation of \$15
- Six months of mental health services for someone in need for a weekly donation of \$25

No matter the amount, you can help United Way and its Community Partners change more lives on the South Plains when you make your gift as part of our United Way campaign.



Lubbock Area United Way



**Deadline to purchase has been extended to October 22!**

**WANT TO GET AWAY TO A CABIN IN THE WOODS IN RUIDOSO AND SUPPORT THE LUBBOCK AREA UNITED WAY?**

Enter LAR's United Way Raffle to win your chance to stay in a beautiful four bedroom + Loft, two bath lodge located in Alto Lakes Golf and Country Club Estates. The home sits at the corner of Fort Stanton Road and Alto Drive, just one mile north of Ski Run Road and Ruidoso Winter Park Tubing and five miles north of downtown Ruidoso.

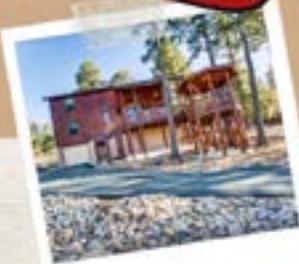
The lucky winner can choose from a Friday - Saturday stay or 4 days during the week. The winner will be chosen during the Vendor Fair on October 22. You don't need to be present to win.

A special Thank You! to Lindsey and Stuart Bartley for graciously donating this lodge stay!

**\$10 FOR 1 TICKET  
\$25 FOR 5 TICKETS**

123456J LAR LUBBOCK

**CALL CADE OR BRENDA AT LAR AT 806-795-9533 TO PURCHASE YOUR TICKETS TODAY**



# September Membership Statistics

## September Membership Stats

Here are the LAR membership counts as of 09/30/2020. There was an 11.3 percent increase from September 2019.

1470 — Total LAR Members  
 165 — Designated REALTOR Members  
 1235 — REALTOR Members  
 39 — Appraiser Members  
 31 — REALTOR Emeritus Members

MLS only participants\*:

48 — MLS Only Designated REALTOR Participants  
 28 — MLS Only REALTOR subscribers  
 14 — MLS Only Appraisers

\*Not all of the LAR members are MLS members.

## REALTOR® Membership Applications

(Subject to successfully completing Association Orientation)

Robert Woodward, Keller Williams Realty  
 Micki Pridmore, Keller Williams Realty  
 Canton Long, Keller Williams Realty  
 Michelle Eiland, NextHome CORE Realty  
 Nathan Magee, NextHome CORE Realty  
 Patty Fairchild, The WestMark Companies  
 Braden Hayward, Sterling Creek Properties  
 Sandra Kiser, Exit Realty of Lubbock  
 Amy Howard, The Nicholson Agency Real Estate  
 Jaycie Willer, Better Homes and Gardens Blu Realty  
 Megan Pilgrim, McDougal, REALTORS  
 Erica Alaniz, Exit Realty of Lubbock  
 Branson Long, Keller Williams Realty  
 Kammie Beversdorf, HouseChaser  
 Trevor Paradoski, Williams & Company Real Estate  
 Alyssa Williams, Wright Realty and Design  
 Tommy Greer, Jr., Berkshire Hathaway Home Services Premier Properties  
 Aaron Barto, Exit Realty of Lubbock  
 Amy Jo Westenrieder, Exit Realty of Lubbock  
 Bruce Smith, RE/MAX Lubbock  
 Emily Sanchez, Keller Williams Realty  
 Teresa Stapp, Westar Residential Realty,

LLC  
 Justin Pearson, Keller Williams Realty  
 Jessie Velasquez, Donna Dubose, REALTORS  
 Kim Shafer, Exit Realty of Lubbock  
 J. Larry Smith, Century 21 John Walton, REALTORS  
 Whitney Weems, Amy Tapp Realty  
 Robin Hurlbut, Fathom Realty  
 Taryn Skoumal, Keller Williams Realty  
 Chad Fortenberry, Keller Williams Realty  
 Rocky Boggan, Keller Williams Realty  
 Gretchen Koen, Keller Williams Realty  
 Elijah Cook, Exit Realty of Lubbock

## Designated REALTOR® Membership Applications

Susy Smith, Smith Realty  
 Bobby Fletcher, Ranch Realty & Auction  
 Matthew Rice, Bray Real Estate Group  
 Kelley Jacquinet, JAX Realty Texas, LLC  
 Chris Lyons, Lyons Realty  
 Steve Bearden, Real Estate Marketing Pro

## September Transfers

Dana Hill, eXp Realty, LLC, to Aycock Realty Group, LLC  
 Roseann Hewitt, Exit Realty of Lubbock, to TechTown Realty  
 Braxton Whittle, All Real Estate, LLC, to Coldwell Banker Trusted Advisors  
 Kristy Navarrette, Westar Residential Realty, LLC, to Aycock Realty Group, LLC  
 McKenzie Sheppard, Progressive Properties, to Texas Home and Land Connection  
 Andi Dunlap, eXp Realty, LLC, to JAX Realty Texas, LLC  
 Lisa Victor, McDougal, REALTORS, to Keller Williams Realty  
 Matt Moreland, McDougal, REALTORS, to Keller Williams Realty  
 Sarah Sherpa, Keller Williams Realty, to Exit Realty of Lubbock  
 Terry Manz, Better Homes and Gardens Blu Realty, to RightHaus Properties  
 David Baldner (non-MLS), Keller Williams Realty, to Minnix Property Management

## Miscellaneous Changes

Casey Cowan reinstated with Fathom Realty

Cavette Clements reinstated with The WestMark Companies  
 Lowel Caddel, Century 21 John Walton, REALTORS, change to non-MLS member  
 Linda Chapman reinstated with Berkshire Hathaway HomeServices Premier Properties  
 DR Rodney Henson open additional MLS office RightHaus Properties  
 Tamela Pittman reinstated with eXp Realty, LLC  
 Denise Mahurin reinstated with eXp Realty, LLC

## September Cancellations

Dakota Gage, McDougal, REALTORS  
 Suzanne Derington, Exit Realty of Lubbock  
 Jesse Beversdorf, M. Edwards, REALTORS  
 Joshua Stevenson, eXp Realty, LLC  
 Amy Conner Franco, eXp Realty, LLC  
 Tamlea Pittman, eXp Realty, LLC  
 Linda Chapman, RE/MAX Lubbock  
 Jessica Galvan, eXp Realty, LLC  
 Michael Samuels, eXp Realty, LLC  
 Hinton Vick, House to Homes Inspections  
 Denise Mahurin, eXp Realty, LLC  
 Mary Lou Lyons, Lyons Realty  
 Joshua Cunningham, HouseChaser  
 Amber Castanon, Keller Williams Realty  
 Maegan Mojica, Keller Williams Realty  
 Jake Speed, Keller Williams Realty  
 Jana English, Keller Williams Realty  
 Ann Sanders, Anderson, REALTORS  
 Stephanie Penner, Exit Realty of Lubbock  
 Bobby Gonzales, Exit Realty of Lubbock

“

The way to get started is to quit talking and begin doing.

— Walt Disney

”

## Classes and Events

### The Forms You Need to Know

Wednesday, October 7  
9 a.m. to Noon  
Click [HERE](#) to register

### Getting Started with RPR

Tuesday, October 13  
3 p.m. to 4 p.m.  
Click [HERE](#) to register

### Mastering Buyer Representation

Wednesday, October 14  
9 a.m. to 11 a.m.  
Click [HERE](#) to register

### Commercial Luncheon

Thursday, October 15  
Noon  
Click [HERE](#) to register

### At Home with Diversity

Friday, October 16  
8:30 a.m. to 5 p.m.  
Click [HERE](#) to register

### Understanding Agency

Monday, October 19  
9 a.m. to 11 a.m.  
Click [HERE](#) to register

### LAR Vendor Fair

Friday, October 23  
11 a.m. to 12:30 p.m.  
Click [HERE](#) to register

### Run It Like a Boss: Business Planning

Friday, October 23  
9 a.m. to 1 p.m.  
Click [HERE](#) to register

### List More

Tuesday, October 27  
1 p.m. to 5 p.m.  
Click [HERE](#) to register



### Getting Started with RPR

Tuesday, October 13  
3 p.m. to 4 p.m.  
Click [HERE](#) to register

Come learn the basics of REALTORS® Property Resource (RPR) for residential properties!

This class will answer questions like:  
What is RPR? How do I use RPR?  
How is it different than the MLS?

You will also learn about using RPR when you have a Buyer, and when you have a Seller.

While you won't need your laptop during class, you can also register for an RPR account at the end of class, so bring your laptop!

This is a FREE class that will be held at LAR at 5015 Knoxville Ave. Lubbock, TX 79413



# Tonya's MLS Tips and Tricks

Learn how to use statistics from the MLS and Texas REALTORS® to help your clients

**S**ome people love statistics while others really don't. If you love, or even like MLS statistics, this is the article for you! If you don't like statistics, but have clients who do, this article is for you too!

The thing to keep in mind about statistics is you can make them say almost anything based on how they are calculated, and they are all correct. With that in mind here are several resources you have access to. Just keep in mind some of them pull the data very differently, so to be consistent stick to those that pull data in the same way.

There are two ways data is pulled. One way "scrubs" the data so it only shows up once if two of the following statuses happened in the same month, the listing was entered, went under contract, and/or sold.

The second way data is pulled does not scrub it, so the same listing appears in all three statuses. This is an important

distinction and can cause the numbers for Active, Under Contract, and Sold listings to appear "off" if you combine information from both reports.

You can pull different reports within Rapattoni to get a statistical summary, and various statistical reports including ranking reports, and other statistical reports. This data is NOT scrubbed.

For information on how to pull these reports go to Links (in the black toolbar), Links & Documents, then click on Resi Report Step by Step, or Ranking Report Step by Step.

Another way to pull un-scrubbed data is to use Trendgraphix. The link is located both in Rapattoni in the black toolbar called Trends, and also on the LAR website once you login under Trends Statistics under the red menu bar, or in the list of Quick Links on the left.

The statistical information here all comes from Rapattoni, but there is a

lot of data available that is not available elsewhere. I am available to show a lot of the bells and whistles in a short 30 – 45 minute presentation. Contact me at 806-795-9533 or [mls@lubbockrealtors.com](mailto:mls@lubbockrealtors.com) to schedule a time.

Texas REALTORS® also has statistical reports, however, these reports are all scrubbed. You will need to login to [texasrealestate.com](http://texasrealestate.com), click on the red For REALTOR® Members section, hover over the Research menu and choose the report you want.

Some of the reports available are included in the Market Viewer. Be sure to select your market in the Market Selector on the left. There is also a Report Menu where you can choose Market Snapshot, Info graphics, Apartment stats, even New Construction.

Over the next few weeks look for additional articles with more information on these three statistical resources.

## MLS Forum

All MLS members are invited and encouraged to attend the MLS Forum that is held prior to every MLS Committee Meeting from 9 a.m. to 9:30 a.m.

This is an opportunity to talk about your MLS related issues, give suggestions, and hear the latest about Rapattoni, ShowingTime and more! These forums are designed to help you understand and use the MLS better.

There is no need to preregister, just show up! The next forum is November 5th at 9:00 a.m. at LAR.

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COMMITMENT TO EXCELLENCE

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**NATIONAL ASSOCIATION of REALTORS®**

## Learn more about the REALTOR® Benefits Program

Grow Your Business • Gain a Competitive Edge • Save Time and Money

**D**esigned with you in mind, the REALTOR Benefits® Program is your official member benefits resource, bringing you savings and unique offers on products and services just for REALTORS®. Program Partners are carefully selected, so you can be assured they understand the unique needs of real estate professionals and are committed to your success. Whether for your professional or personal needs, make [www.nar.realtor/RealtorBenefits](http://www.nar.realtor/RealtorBenefits)



the first place you stop when you shop.

### How REALTORS® are leveraging their NAR Membership

Visit our new [Case Scenarios page](#) to take in real stories from NAR members about how they saved time, money, and gained an edge through NAR's REALTOR Benefits® Program.

### 2020 REALTOR Benefits® At-A-Glance Brochure

The 2020 REALTOR Benefits® At-a-Glance Brochure features descriptions and instructions on how to obtain the latest savings and offers from REALTOR Benefits® Program partners. Click [HERE](#) to download your copy.

## New construction showings through ShowingTime

**W**e have been made aware of an ongoing problem when agents are showing new construction properties without using the ShowingTime app.

Many of these properties have security systems and agents have been entering without the security code to turn off the alarm. This results in a false alarm fee the builder is required to pay.

It is imperative that if you show a new construction property, you access it through the ShowingTime app. The alarm security code is available through ShowingTime app. If you have questions about how to use ShowingTime or need help accessing a listing, please call LAR at 806-795-9533.



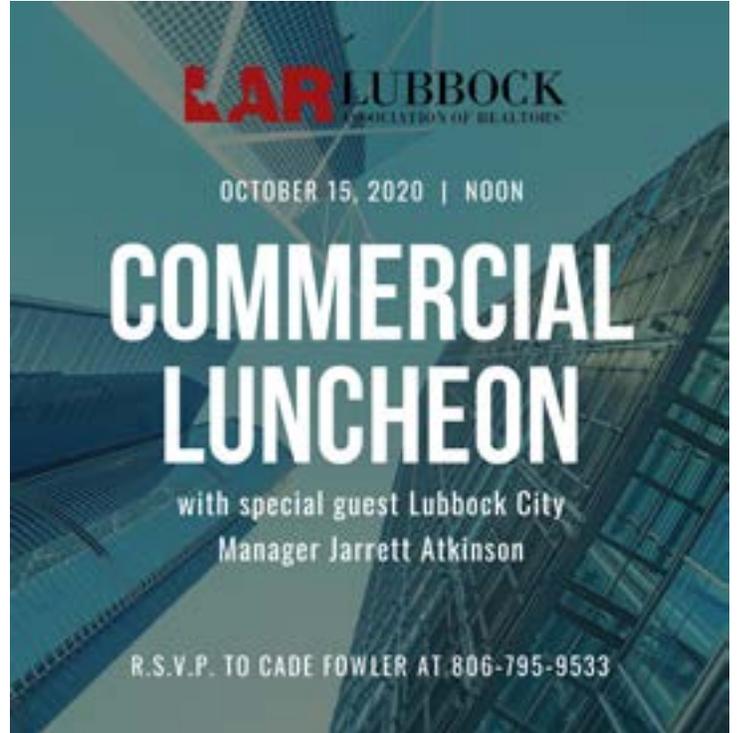
JOHN WALTON  
EDUCATIONAL  
FOUNDATION

The John S. Walton Educational Foundation is proud to offer scholarships to full-time students pursuing higher education through Texas Tech University, Lubbock Christian University, Wayland Baptist University, and South Plains College. The foundation is funded through the generosity of the Lubbock Association of REALTORS, its members and outside donations.

Scholarships are awarded at the discretion of the Trustees of the foundation. Applicants must be recommended by a REALTOR member of the LAR. The application process for 2021 will begin around the middle of March 2021.

**CLICK HERE**

to donate to the Lubbock Association of  
REALTORS® Education Foundation



## July 2020 Commercial Real Estate Market Trends and Outlook

The Commercial Real Estate Trends & Outlook Report discusses trends in the small commercial market (transactions that are typically less than \$2.5 million) based on a survey of members of the National Association of Realtors® engaged in commercial real estate about their transactions in the second quarter of 2020.

Across the multifamily, industrial, office, retail, and hotel sectors, REALTORS® reported a decline in sales and leasing transactions, a decline in sales prices, and an increase in vacancy rates, with retail and hotel suffering the heaviest blow from the corona virus pandemic.

Industrial and multifamily remain as the strongest legs of the commercial real estate market, in both transactions for structures and land. The office market is also impacted, but it is in the middle of the pack in terms of the impact.



## Members-only discounts & perks

Check out the discounts on these great products and services. Find a complete list of the discounts and services available to members at [texasrealestate.com/benefits](http://texasrealestate.com/benefits).

### TaxBot

Track expenses and mileage to maximize deductions with this easy-to-use app. Plus, get great tax tips in a free e-book and quarterly webinars. [Get the discount](#)

### SmartMove

Tenant Screening Save \$10 when you screen prospective tenants with this safe, online system that provides a credit report, background check, and eviction records. [Get the discount](#)

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### Stay Informed With These Resources



### Lowen Sign Company

Save up to 12% on real estate signs with a production turnaround on most options of just three business days. [Get the discount](#)

### Travel and Hotel Discounts

Save up to 70% on hotels and resorts all over the country (and abroad). Plus, save on car rentals, theme park tickets, and more. [Get the discount](#)

Your membership in Texas REALTORS® is your path to a thriving real estate market, satisfied clients, and a growing business. We are here to help you excel with programs, services, events, and resources tailored to your needs.

[Click here to learn how we help you achieve success.](#)



NOVEMBER 2-18, 2020

**CLICK HERE**

FOR MORE INFORMATION ABOUT THE  
2020 NATIONAL ASSOCIATION OF  
REALTORS® ANNUAL CONFERENCE