



Be in the know at LAR

Are you part of the private Lubbock Association of REALTORS® group on Facebook? If you aren't, you are missing out on lots of valuable information specifically for LAR members.

The private group is for LAR REALTOR® and Affiliate members only. Once you're part of the group, you'll be able to see information we can't share on the LAR public page such as specifics on TREPAC events.

This is your group and it's designed for you to privately interact with other LAR members. Need a recommendation about a

service? Ask a question in the private group and get responses from other members. Keep in mind it is not a place to post listings or promote your business or service. A full list of group rules can be found on the page.

One of our goals is to make communication between LAR and our members easier and more convenient. We're working on some new things that will hopefully make that happen very soon, but more information on that later.

Search for "Lubbock Association of REALTORS Members" on Facebook and request to become a member.

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2021 Committee Sign Up

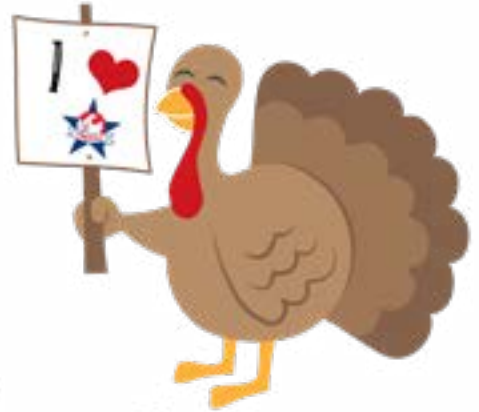
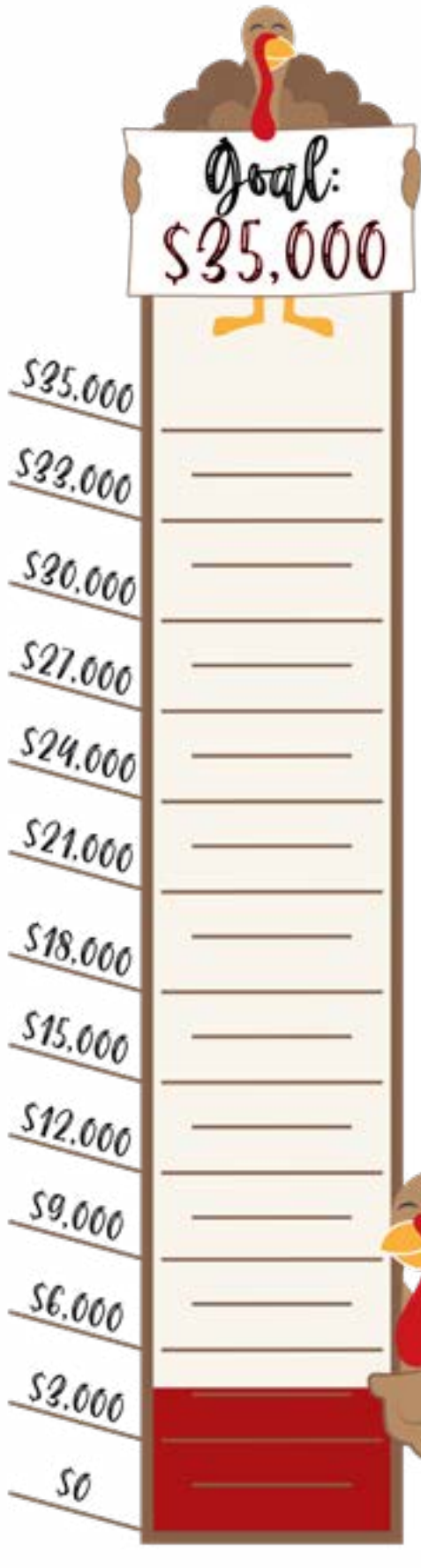
See what committees you'd like to be a part of for 2021.

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Commercial Corner

Get tips for marketing vacant commercial properties.





Turkeys for TREPAC



Click [HERE](#) to make your investment today!



Turkeys for TREPAC

YES! I WANT TO MAKE AN INVESTMENT OF:

\$35 \$110 \$250

PAYMENT METHOD:

CHECK
(CHECK PAYABLE TO TREPAC)

CASH

CREDIT CARD
(CALL LAR TO PAY OVER THE PHONE)

RETURN FORM TO LAR:

MEMBERS@LUBBOCKREALTORS.COM
-OR-
LAR
5015 KNOXVILLE AVE.
LUBBOCK, TX 79413

\$35 TREPAC Investment = 105 meals

\$110 TREPAC Investment = 330 meals

\$250 TREPAC Investment = 750 meals

THE DEADLINE TO DONATE IS DECEMBER 12

LAR LUBBOCK

SOUTH PLAINS FOOD BANK

This year, we're taking our annual Turkeys for TREPAC virtual and collecting monetary donations to benefit the South Plains Food Bank's U Can Share Food Drive. Instead of purchasing turkeys this year, we will be donating all the money to the food bank. Did you know that every dollar donated to the food bank provides three meals?

The South Plains Food Bank has seen a **70 percent increase** in the number of people who have needed help this year and **40 percent** of those haven't used the food bank service before.

Not only does your donation help buy food for those in need this holiday season, it's also a way for you to invest in TREPAC, which is one way you can invest in your business.

Call the LAR Office to make your Turkeys for TREPAC investment today and help us feed our community and make your 2021 TREPAC investment.

806-795-9533

The deadline to invest is Dec. 12

- Clements, Donna Sue
- Crump, Coby
- Flores, Lilian
- Harp, Kelly
- Hoeve, Rose
- Hutton, Michael
- Perez-Ruiz, Debora
- Polozola, Stacie
- Saa, Lia
- Sikes, Winn
- Smith, Teresa
- Sturdivant, Andrea
- Sutherland, Kendra
- Whatley, Kathy
- Wilson, Keeli
- Zickefoost, Lynn



2020 REALTOR® OF THE YEAR & PINNACLE AWARD NOMINATIONS

Nominations are being sought for the REALTOR® of the Year and Pinnacle Award.

The REALTOR® of the Year is awarded annually to REALTORS® who have most recently exhibited exemplary dedication and service to the REALTOR® profession.

The Pinnacle Award is only awarded to those REALTORS® with a long history of service to the Association and the REALTOR® profession.

The last 5 recipients of these awards are not eligible.

REALTOR® OF THE YEAR

- Member of the LAR for at least five (5) consecutive years
- Actively served on at least five (5) committees
- Chaired at least one (1) committee
- Involved in civic and community activities
- Engaged in the Texas and/or National Association of REALTORS®
- Has earned at least one (1) professional designation
- Exemplifies a cooperative spirit toward fellow REALTORS®
- Has a reputation for professionalism - exemplifies the Code of Ethics
- Significant TREPAC investment history.

PINNACLE AWARD

- Member of the LAR for at least ten (10) consecutive years
- Actively served on at least ten (10) committees
- Chaired at least four (4) committees
- Served at least one (1) term as a director of the LAR
- Involved in the Texas and National Association of REALTORS®
- Has earned at least one (1) professional NAR Designation (ABR, CCIM, CRS, GRI, etc.)
- Exhibits leadership in the community and civic activities
- Has a reputation for professionalism - exemplifies the Code of Ethics
- Significant TREPAC investment history.

REALTOR® *of the Year*

Waymon Mulkey	1963	Leona Webb	1992
Jack Kastman	1964	Jack Chapman	1993
Harold Chapman	1965	Linda Chapman	1994
Jeff Wheeler	1966	Herbie Vannoy	1995
Egie Crozier	1967	Margaret Williams	1996
David Osborn	1968	Digi Fry	1997
Les Proffitt	1969	Cheryl Isaacs	1998
Ron Wright	1970	Matt Ratcliffe	1999
Kitty Harrelson	1971	Kay Key	2000
Nelson Pierce	1972	Donna Thetford	2001
Margaret Williams	1973	Bobby McQueen	2002
Darryl Berry	1974	Emily Ratcliff	2003
Johnny Gamble	1975	Gayle Ninemire	2004
Bill Stinson	1976	Linda Gaither	2005
Martha Farmer-York	1977	Sue Dickson	2006
Suzanne Murphy	1978	Howard Halford	2007
Bob Johnson	1979	Tony Lloyd	2008
Bobby McQueen	1980	Celeste Patterson	2009
Patsy Nicholas	1981	Rusty DeLoach	2010
Larry Crisler	1982	Ann Kearney	2011
Louise Knoohuizen	1983	Debora Perez-Ruiz	2012
Ernesteen Kelly	1984	Coby Crump	2013
Andrea Bell	1985	Mary Ann Grafft	2014
Carolyn Sandefur	1986	Nancy Rawls	2015
Cheryl Isaacs	1987	Ken Harlan	2016
Linda Ferguson	1988	Charlie Kearney	2017
Winn Sikes	1989	Jef Conn	2018
Beverly Albin	1990	Jacky Howard	2019
Tim Garrett	1991		

PINNACLE *Award*

Pat Garrett	1963	Ernesteen Kelly	1992
Carroll Berryman	1964	Johnny Stringer	1993
Glenn Antwine	1965	Chris White	1994
Dale Dillingham	1966	Don Osborne	1995
Doug Howell	1967	Harold Chapman	1996
Brownie Brownlee	1968	Winn Sikes	1997
Leroy Land	1969	Louis Murfee, Jr	1998
Lee C. O'Neil	1970	Buddy Baron	1999
Jim Horton	1971	Nita Kiesling	2000
Buddy Barron	1972	Pat Garrett	2001
Jack McQueen	1973	Linda Ferguson	2002
Don Harris	1974	Joe Murfee	2003
Egie Crozier	1975	Carolyn Sandefur	2004
Glenn Antwine	1976	Brownie Brownlee	2005
Don Osborne	1977	John Walton	2006
Brownie Brownlee	1978	Cheryl Isaacs	2007
Darryl Berry	1979	*None*	2008
Jess Stinson	1980	Aubry Bishop	2009
David Hewitt	1981	*None*	2010
Bill Stinson	1982	Bobby McQueen	2011
John Walton	1983	*None*	2012
Sid Shavor	1984	Gayle Ninemire	2013
Bobby McQueen	1985	Tim Garrett	2014
Nita Kiesling	1986	Kirk Schneider	2015
Joe Murfee	1987	Linda Gaither	2016
Suzanne Johnson	1988	Emily Ratcliff	2016
Rick Canup	1989	Tony Lloyd	2017
Martha York	1990	Ann Kearney	2018
Jim Riddle	1991	Rusty DeLoach	2019

Classes and Events

Agent Investor: Building Wealth with What you Know

November 17 -18
1 p.m. to 5 p.m.

Click [HERE](#) to register

Commercial Lunch & Learn

Wednesday, November 18
11:45 a.m. to 1 p.m.

Contact Cade Fowler to register

The ABCs of Flipping

Friday, November 20
9 a.m. to 11 a.m.

Click [HERE](#) to register

Doing Business as Usual Won't Keep you Relevant

Friday, November 20
9 a.m. to 11 a.m.

Click [HERE](#) to register



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

Commercial Leasing Made Easy

Tuesday, November 24
8:30 a.m. to Noon

Click [HERE](#) to register

Run It Like a Boss: Business Planning

Tuesday, December 1
9 a.m. to 1 p.m.

Click [HERE](#) to register

New Member Orientation

Wednesday, December 2
8:30 a.m. to 1 p.m.

Click [HERE](#) to register

TREC Broker Responsibility

Thursday, December 3
9 a.m. to 4 p.m.

Click [HERE](#) to register

You Mean Real Estate Contracts Must be Written?!

Wednesday, December 9
1:30 p.m. to 4:30 p.m.

Click [HERE](#) to register

TREC Legal Update, Part 1 and 2

Thursday, December 10
Part 1 — 8:30 a.m. to 12:30 p.m.
Part 2 — 1 p.m. to 5 p.m.

Click [HERE](#) to register



You Mean Real Estate Contracts Must be Written?!

December 9

1:30 p.m. to 4:30 p.m.

Click [HERE](#) to register

Instruction will be geared to help new agents just entering the real estate industry to not only be able to complete the contract, but understand what it says and be able to explain it to their clients. This is also a good class to keep experienced agents up to date to changes as well as reinforcing their skills in contract preparation.

This class fulfills the contract class requirement for new LAR members and the TREC requirement.

This course will NOT be offered via Zoom. You must arrive prior to the class start time and stay in class while it is in session. Those who fail to arrive on time or fail to attend will forfeit the class fee and will not receive CE credit.

Tonya's MLS Tips and Tricks

New information and troubleshooting tidbits to make your life on the MLS easier!

We recently added a new module to the MLS homepage. It is called Single Sign-On 2. Since there is a "2" that means there is a "1".

The difference between the two modules is that the Single Sign-On module does not require you to login in order to use the program – it is a true Single Sign-On (SSO) meaning these sites/benefits are available to ALL MLS members. The Single Sign-On 2 module takes you to the website, but does not log you in. If you have a login to the site you will need to enter it to use the program.

Common Errors and How to Fix Them:

CHANGING THE ON MARKET DATE – it won't let me: If your Coming Soon listing is ready to go Active before you originally thought it would be, go to Revise Listing, Status Information, then change the On Market Date. There isn't a need to change the status, just change the On Market Date and Save it.

STREET NAME VALIDATION FAILED – use the look up icon (piece of paper with a pencil) to type in the street name (only), then click the Contains button, then click Search. Select the correct street name and it will pop it in the Street Name field for you.

IMPORTANT: The entire address is NOT the street name! Example: If the address is 1234 Main St. Lubbock, TX, Main is the street name. Not Main St., just Main. Not 1234 Main St., JUST Main. If the street name is a County Road, Farm

Road, Private Road, or any type of Highway, ONLY type in the number, and be sure to click Contains. For example: If the address is 5321 FM 41, only type in the number 41, click Contains then select Farm Road 41. Double check the street name on all listings that auto-populate from the Tax Data – sometimes street names at LCAD don't correspond with the street names in Rapattoni.

CHANGING STATUS ON YOUR PHONE/TABLET – right now this is not possible. We are working with Rapattoni to get this fixed but we do not have an estimated time table. Instead, use a desktop or laptop computer.

EDITING SOLD LISTINGS – if a sold listing needs to be edited, the easiest way is to email Tonya (mls@lubbockrealtors.com) with the MLS# and the information that needs changed.

IT'S JUST NOT WORKING – Try emptying your History and Cookies. If you don't know how to do this, google "How do I empty history and cookies using" then type the name of your browser (Chrome, Firefox, or Safari). If you have done that and it still isn't working, call Tonya.




**This is your chance to be heard!
Bring your ideas and concerns
to the MLS Committee**

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.

There is no need to register, just show up!
The next forum will be held on December 3rd at 9 a.m. at LAR.

LAR LUBBOCK

ASSOCIATION OF REALTORS®

• 2021 COMMITTEE AND TASK FORCE VOLUNTEER FORM • WE NEED YOUR TALENTS, SKILLS AND EXPERTISE!

We are a member driven association; we rely on volunteers to help guide the association. Please help us bring the best programs and services to LAR, keep up-to-date on issues that directly affect your business and develop leadership skills. Volunteer for as many committees as you have time for. Committee appointments run from January 1, to December 31, 2021.

• STANDING COMMITTEES •

- COMMERCIAL SERVICES**
Recommend, promote and initiate education and services specifically for commercial practitioners.
MEETS AS NEEDED
- EDUCATION**
Identifies, coordinates and promotes education programs and courses offered by LAR.
MEETS 8-10 TIMES PER YEAR
- FINANCE**
Reviews the monthly financial report as it relates to LAR's budget and makes recommendations on LAR's finances. Limited to REALTOR® members.
MEETS MONTHLY
- GOVERNMENT AFFAIRS/TREPAC**
Stays informed of issues directly affecting REALTORS® and private property owners, conducts candidate interviews, participates in and promotes REALTOR® Day at the Texas Capitol in legislative years, organizes and conducts fundraising for TREPAC.
MEETS 10-12 TIMES PER YEAR
- MULTIPLE LISTING ISSUES AND POLICIES**
Makes recommendations on the Multiple Listing Service rules and regulations, the system itself, educates the membership on the system, serves as liaisons to their office.
MEETS 10-12 TIMES PER YEAR
- PROGRAMS AND LUNCHEONS**
Plans association luncheons and other special events.
MEETS 10-12 TIMES PER YEAR

- STRATEGIC PLANNING**
Reviews LAR's strategic plan for progress and makes recommendations and helps guide the future of the association.
MEETS 2-3 TIMES PER YEAR
- PROPERTY INVESTORS AND MANAGERS**
Recommends, promotes and initiates education, programs and services for property managers and investors.
MEETS AS NEEDED
- UNITED WAY**
Administers LAR's fund drive for the Lubbock Area United Way.
MEETS 4-6 TIMES PER YEAR FROM MAY TO AUGUST

• TASK FORCES •

- KEYBOX FEASIBILITY TASK FORCE (LIMITED SPACE)**
Examines the Association keybox vendor to address all business specialty needs.
MEETS AS NEEDED
- INSTALLATION AND AWARDS BANQUET**
Plans LAR's annual installation and awards banquet.
MEETS 10-12 TIMES PER YEAR
- NEXTGEN REALTORS® YOUNG PROFESSIONALS NETWORK**
For the young in age, heart and business! Focuses on networking, community service and education.
MEETS 8-10 TIMES PER YEAR
- WALK WITH PRIDE**
Plans and implements LAR's campaign to provide new shoes to children in need for the school year.
MEETS 4-5 TIMES BETWEEN JULY AND SEPTEMBER
- WEBSITE FEASIBILITY TASK FORCE (LIMITED SPACE)**
Plans and implements LAR's campaign to provide new shoes to children in need for the school year.
MEETS AS NEEDED

NAME: _____
COMPANY: _____
EMAIL: _____
PHONE: _____

Please return this form to Cade Fowler at
cade@fowler@lubbockrealtors.com by **December 11, 2020**



A Marketing Guide for Filling Vacant Income Properties

Rental vacancies are the worst kind of setback when it comes to an income property business. Vacancies mean that you're on your own to pay the mortgage, utilities and other expenses until you can find a new tenant. When your rental is vacant, your number one priority should be to fill it -- and fast. That's easier said than done, but this guide can help.

1. Use all available Internet resources.

Today, the Internet makes it easier than ever for you to market your property to a broad audience. You can reach people across the country with both your on line listings and social media posts.

Posting your income property across a host of websites and marketing the listings on social media are exceptional ways to attract buyers from all over the world.

2. Enlist a property manager(s).

Marketing takes a significant amount of time and money, and if you don't know what you're doing, all of that capital will be wasted. If you don't feel like you're up for the challenge, or your current marketing campaign isn't taking off, it might be time to hire property managers to handle the job. A good property management company will work alongside you to attract the kind of tenants and publicity you're looking for.

The initial cost of a property manager may seem high, but when you consider the amount of money you would have spent unwisely without this individual's help, a property manager becomes a much more affordable and smart option. Furthermore,

you can choose to use this person's services for your own property management company, which will make your life that much easier.

3. Write killer on line listings.

If you're going to be posting on line, you should know how to create appealing real estate copy. The photos, perks, and specific descriptions outlined in the listing are what sell the property. This doesn't require you to be a professional writer, but you should have some of the basics in mind.

This blog post by Mathew Bushery of Placester, offers the following tips for writing your real estate copy:

- There's no such thing as being too specific.
- Use storytelling techniques to engage visitors.
- Keep your local real estate market in mind.
- Poll past buyers to see what copy resonated.
- Double check for grammar and spelling.
- Make your copy stand out from the pack.

By being more specific and delivering a clean-cut home description targeted toward a specific audience, your on line listings will gain significantly better mileage and you'll attract the kinds of tenants you want renting your property.

4. Network.

One of the most important tools for

marketing a property is networking with those in your community, particularly if you're marketing to the affluent. This will involve sending emails to personal contacts, asking them to get the word out; mailing postcards to people in the property's vicinity; attracting attention on social media; and posting fliers and signage near your target audience. But networking for a real estate entrepreneur is about more than relying on social media and advertising. It's also about connecting in person.

According to Michael Carucci, Boston real estate tycoon, networking means "you must always be listening and taking mental notes about what people care about and then step into their shoes to figure out what would make them feel special and cared for." It all boils down to excellent customer service. Really listening and being personal are what people love to see, and what draws them to you as an entrepreneur.

Filling vacancies takes some work, but it's easily accomplished with the right strategies. Overall, with a little persistence and all the right tools, your income property won't remain vacant for long.

Written by Anna Johansson, published by [The Entrepreneur](#)

November 10-16 Membership News

REALTOR® Membership Applications

(Subject to successfully completing Association Orientation)

Ellie Daneshfar, Keller Williams Realty
 Carolina Oliphant, Progressive Properties
 Grant Thomason, Keller Williams Realty
 Kaitlyn Eschenbrenner, (non-MLS) The WestMark Companies
 Maria Morales Garcia, Amy Tapp Realty
 Ethan Earhart, NextHome CORE Realty
 Ashton Colquett, All Real Estate, LLC
 Alicia Terry, Keller Williams Realty
 Jordan Buck, Tech Terrace Real Estate



Designated REALTOR® Membership Applications

Jaclyn Jolley Valentine, Designated REALTOR, Heart of the Plains Real Estate
 Dorian McGlothlin, Designated REALTOR, Dorian McGlothlin Appraisals

Transfers

Michaela Flynn, Keller Williams Realty, to Chaney Realty
 Rocky Boggan, Keller Williams Realty, to Exit Realty of Lubbock

Cancellations

Michaela Flynn, Keller Williams Realty, to Chaney Realty
 Rocky Boggan, Keller Williams Realty, to Exit Realty of Lubbock

Miscellaneous Changes

Michaela Flynn, Keller Williams Realty, to Chaney Realty
 Rocky Boggan, Keller Williams Realty, to Exit Realty of Lubbock





LAR LUBBOCK
COMMERCIAL LUNCH & LEARN
 WEDNESDAY, NOVEMBER 18 | 11:45 A.M. TO 1 P.M.

LUBBOCK ECONOMIC DEVELOPMENT ALLIANCE
 Carolyn Rowley from the Lubbock Economic Development Alliance will be the special guest speaker.

LUNCH SPONSORED BY:
WESTERN TITLE
 C.O.M.P.A.N.Y. Since 1963



LAR LUBBOCK

Happy Thanksgiving

THE LAR OFFICE WILL BE CLOSED STARTING ON WEDNESDAY, NOVEMBER 25 TO CELEBRATE THANKSGIVING. THE OFFICE WILL REOPEN ON MONDAY, NOVEMBER 30

The LAR Board of Directors and Staff hope you have a happy and safe Thanksgiving holiday.

Lubbock Association of REALTORS® Staff

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cadefowler@lubbockrealtors.com

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OWN YOUR PRESENT. EMPOWER YOUR FUTURE.

You can lead the way. Commitment to Excellence empowers you to enhance and showcase your high level of professionalism. It gives you an advantage in an increasingly competitive market and shows consumers you're committed to conducting business at the highest standard. Be committed to excellence.

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 COMMITMENT TO EXCELLENCE
C2EX.realtor

NATIONAL ASSOCIATION of REALTORS®



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TREPAC DISCLAIMER: Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, the Texas Association of REALTORS® (TAR), and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of TAR.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the TAR political committee administrator at 800-873-9155 to obtain information about your contributions.