



NEWSLETTER

Issue 2 | Vol 15 | April 2021

April 21, 2021









Mark your calendars!

LAR has you covered!

We have three TREPAC Events coming up over the next few months. These events are your opportunity to socialize with your fellow LAR Members and TREPAC Investors and help the LAR TREPAC Committee meet its goal to raise \$160,000 in 2021.

ooking for a way to have some fun and make your 2021 TREPAC investment?

Bowling for TREPAC

Date: April 28 Time: 11 a.m.

Location: South Plains Lanes Click HERE to RSVP

TREPAC Casino de Mayo

Date: May 6

Time: 6 p.m. to 9 p.m.

Location: First United Bank Ray M. Bain Conference and Training Center Click <u>HERE</u> to buy your ticket

Double Tee Golf Tournament

Date: June 14 Time: 7:30 a.m.

Location: Hillcrest Country Club Click <u>HERE</u> to Register your team

What's Inside

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TDFDAC Event

Find out which TREPAC events are <u>coming</u> up and see how to register

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April is Fair Housing Month

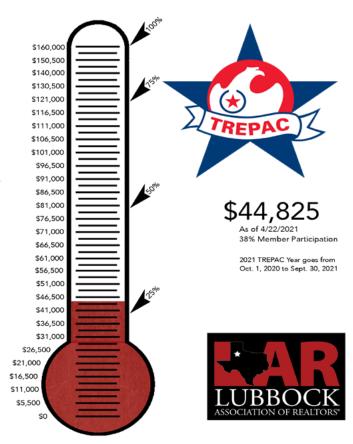
The deadline to complete the Fairhaven Simulation is April 30, 2021







2021 TREPAC Fundraising Goal









Tonya's MLS Tips and Tricks

MLS Rules & Regulations: Choosing the right Property Subtype

hoosing the correct property subtype might not seem like a big deal, but it actually helps agents find your listings easier.

Using the property subtype field, especially for unique styles of properties like barndominiums or townhouses, enables agents to search for the specific type of property their clients want.

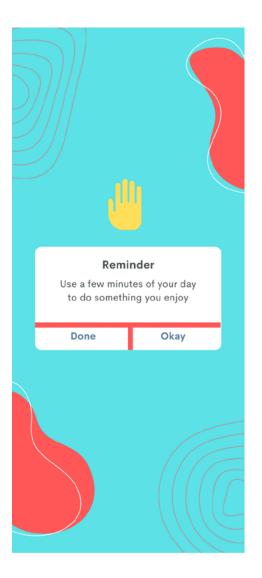
Many properties can be considered a single family home, the subtype field gives you the opportunity to be more specific about the type of property. Although townhouses, for example, could be considered a single family residential listings, a townhouse is different than a detached single family home.

When you enter a Residential listing, you are entering a Single Family Residential listing. All listings entered as a Residential listing are SFR's, otherwise they would be entered as Multi-Family.

All of the other Property Subtype options are different types of SFR's and should be used if they apply.

If your Residential listing is NOT one of the property subtypes listed, then use Single Family Resi, because it is not a Garden home, a Condo, a Townhouse, a Barndominium, or a Manufactured home. Try to remember to use SFR only when the other subtype options don't apply.

If you have questions about how to properly use the property subtype, contact Tonya Marley, LAR MLS Administrator at 806-795-9533 or mls@lubbockrealtors.com.





May MLS Forum: Homesnap Showing Service

The May MLS Forum will feature a presentation from Homesnap about it's new showing service called Showings. This new service is scheduled to be released in the fall and is one of the many showing services the MLS Committee is seeing demonstrations from.

Thursday, May 6 | 9 a.m. to 10:30 a.m. Location: Alliance Credit Union 6219 TX-327 Spur, Lubbock, TX 79424







April 14-21 2021 Membership Stats



REALTOR® Membership Applications*

Dustin Plummer, Century 21 John Walton REALTORS®

Kristie Kotze, Coldwell Banker Trusted Advisors

Ethan Quisenberry, McDougal,

REALTORS®

Wendy Scott, Exit Realty of Lubbock Brittany Fleming, Exit Realty of Lubbock Randall Foster, Exit Realty of Lubbock Tiffany Soto, Taylor Reid Realty

Transfers

Chris Farrell, Coldwell Banker Trusted Advisors, to Amy Tapp Realty Lisa Samora, Berkshire Hathaway Home Services Premier Properties, to eXp Realty LLC

Chad Fortenberry, Keller Williams Realty, to TechTown Realty

Lisa Ashmore, Exit Realty of Lubbock, to Berkshire Hathaway Home Services **Premier Properties**

Landon Turner, Location Rentals, to Brick

& Loft Realty

Shannon King, McDougal, REALTORS®, to The WestMark Companies Jesus Cazares, Exit Realty of Lubbock, to Chaney Realty

Cancellations

Sarah Salazar, Williams & Company Real Estate Jessica Cano, eXp Realty LLC Michaela Flynn, Chaney Realty Chase Head, West Sage, REALTORS, board inactivated

Designated REALTORS®

Chelsea Thiessen, - Designated REALTOR Rosewood Appraisals

Thank you to our 2021

PRIME BUSINESS PARTNERS

















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Classes and Events

April Membership Meeting

Thursday, April 22 11:30 a.m. to 1 p.m. Overton Hotel

Click **HERE** to register

REALTOR® Night at the Range

Thursday, April 22 6 p.m. to 8 p.m.

Tax Strategies Class

Friday, April 23 10 a.m. to 11:30 a.m. Click <u>HERE</u> to register

Lunch & Learn Property Management Panel

Tuesday, April 27 Noon to 1 p.m.

Click **HERE** to register

At Home with Diversity

Monday, April 26 8:30 a.m. to 5 p.m. Click HERE to register

Bowling for TREPAC

Wednesday, April 28 1 p.m. to 3 p.m. Click <u>HERE</u> to register

4 Skills you Need to Improve Your Transaction

Monday, May 3 10 a.m. to Noon Click <u>HERE</u> to register

Avoiding Contract Pitfalls

Wednesday, May 5 1 p.m. to 3 p.m. Click <u>HERE</u> to register

Social Media Content and Scheduling Tools

Thursday, May 6 10 a.m. to Noon Click **HERE** to register

TREPAC Casino de Mayo

Thursday, May 6 6 p.m. to 9 p.m. Click HERE to register

Disclosure: What You Can and Can't Say

Monday, May 10 10 a.m. to Noon Click <u>HERE</u> to register

Cool Tools You'll Use to Better Serve Consumers

Monday, May 10 1 p.m. to 2 p.m. Click <u>HERE</u> to register

Getting Started with RPR

Wednesday, May 12 9 a.m. to 10 a.m. Click HERE to register

Marketing Strategy Planning for Real Estate

Wednesday, May 12 9 a.m. to Noon Click <u>HERE</u> to register

The Forms You Need to Know

Wednesday, May 12 Noon to 3 p.m. Click <u>HERE</u> to register

Accredited Buyer's Representative Designation Course

Wednesday, May 19 & Thursday, May 20 8:30 a.m. to 5 p.m.
Click HERE to register

REALTOR® Launch

Thursday, May 20; Friday, May 21; Monday May 24; & Tuesday May 25 8:30 a.m. to 5 p.m. Click <u>HERE</u> to register

You Mean Real Estate Contracts Must be Written?!

Wednesday, May 26 1 p.m. to 4 p.m. Click <u>HERE</u> to register

TREC Legal Update 1

Thursday, May 27 8:30 a.m. to 12:30 p.m. Click <u>HERE</u> to register

TREC Legal Update 2

Thursday, May 27 1 p.m. to 5 p.m. Click <u>HERE</u> to register

TREPAC Double Tee Golf Tournament and Online Auction

Monday, June 14 7:30 a.m. to 5 p.m. Click <u>HERE</u> to register



REALTOR® Launch

Thursday, May 20; Friday, May 21; Monday May 24; & Tuesday May 25 8:30 a.m. to 5 p.m.

Click **HURE** to register

You must attend all four days to get credit

In this intense class, you will gain insight on how to handle your transactions. This program will include tools such as: prospecting, creating business opportunities, understanding buyer and seller expectations, and your role throughout the real estate transaction.

Insight into other roles by subject matter experts such as Appraisers, Inspectors, Insurance Agents, Lenders, Title Companies, etc. will also be made available throughout the program.

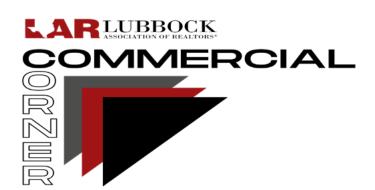
You will have hands-on, interactive experience to help you with your business before you even have business.

Students must attend via Zoom.











Weekly Retail Update: April 19, 2021

Food Delivery Monthly Sales Rebound in March

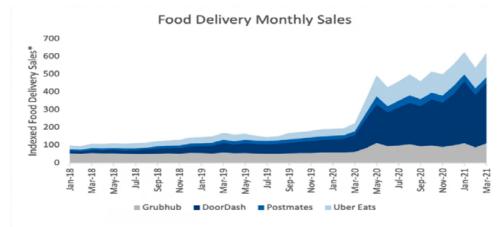
dvanced estimates of food service and drinking place sales increased 36% in March 2021 from March 2020 figures, as the easing of some pandemic-related restrictions, distribution of stimulus payments, and vaccine distribution resulted in consumers returning to restaurants and bars.

The year-over-year increase in March is the first year-over-year increase in 2021 for food services and drinking places as it demonstrates how eager consumers are to get up and go out again as in-store foot traffic ticked upward.

While the year-over-year growth in food service and drinking place sales was quite dramatic, we have to understand that March 2020 and March 2021 are vastly different.

In March 2020, stores and restaurants were ordered to close in the middle of the month as a result of the pandemic, which significantly reduced traditional dine-in sales.

The result of closing traditional dine-in operations was an uptick



*Sales are indexed to food delivery January 2018 (sales-100) Source: Second Measure

in curbside, drive-up, and delivery sales. Now, in March 2021, traditional dine-in operations have resumed in more capacity than a year ago, we know more about COVID-19, we have vaccines that are being distributed, consumers feel safer with respect to the health situation, and consumer sentiment is better about the economy.

On a month-over-month basis, we saw a rebound from the low point of the year, February, with warmer weather arriving as winter weather was no longer a constraint on sales for March, 13.4% increase.

Similar to food service and drinking

place sales, on line food delivery sank in February and recovered in March. Month-over-month food delivery monthly sales increased in March 2021 from February 2021 and March 2021 food delivery sales increased more than 116% on a year-over-year basis.

DoorDash continues to acquire the majority of food delivery sales, holding 55% in March. Uber Eats had the second most sales with 22%. Grubhub took third with 17% of food delivery sales in March. Postmates, which was acquired by Uber towards the end of January, acquired a 5% share of U.S. food delivery monthly sales in March.

2021 Scholarship applications now being accepted

Deadline to apply on line is April 28, 2021

he 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, South Plains College, and accredited Lubbock area trade schools. Scholarships are awarded at the discretion of the Trustees of the foundation. Applicants must be recommended by a REALTOR* member of the LAR.

Applications are now being taken online and must be submitted absolutely no later than April 28, 2021. Click <u>HERE</u> for the application.

Through the generosity of the Lubbock Association of REALTORS* (LAR) and its members, we are proud to offer scholarships in memory of John S. Walton.

Mr. Walton helped create the Education Foundation in 1981 while serving as President of LAR. The Foundation was renamed in his honor in 2016. Mr. Walton was a pillar of LAR and the Lubbock community, humbly serving throughout his life.

He also served as President of the Texas Association of REALTORS* in 1999 and was appointed to the Texas Real Estate Commission by Governor Rick Perry from 2001 to 2007. In 2004, Governor Perry appointed him as Chairman of the Commission.

At the discretion of the John S Walton Educational Foundation, one thousand-dollar (\$1,000) scholarships will be awarded to chosen applicants and paid directly to the school of higher education in which they will attend.

Applications MUST include all the required documentation and be submitted on line by April 28, 2021.







For the last 40 years, the John Walton Education Foundation has been providing college scholarships to local youth. This year, as we celebrate John Walton's legacy and the 40th anniversary of the foundation, we are asking LAR Members to increase their contribution to the John Walton Education Foundation from \$25 to \$40.

Our goal in 2021 is to provide a record number of scholarships to youth in our community. We can't do that without the help of our Members.

Please help us support higher education in our community by making a contribution today.

WE DON'T JUST FUND SCHOLARSHIPS, WE MAKE DREAMS HAPPEN



Have you visited Fairhaven Yet?

Complete the course for a chance to win CASH!

ant an extra \$100? Then you need to visit

Fairhaven is a new fair housing simulation training for REALTORS® that uses the power of storytelling to help members identify, prevent,

Fairhaven.

Inspired by real stories, this innovative online experience has agents work against the clock to sell homes in the fictional town of Fairhaven, while confronting discrimination in the home buying process.

and address discriminatory practices in real estate.

Learners will also walk in the shoes of a home buyer facing discrimination. The training provides customized feedback

This innovative training platform is available to all 1.4 million NAR members at no additional cost. Be an advocate for fair housing and the future of our industry.

Commit to combating discrimination in real estate. Since April is Fair Housing Month, we are trying to encourage all our members to try out the simulation for their chance to win one of 10 \$100 prizes. The NextGen/YPN Task Force is working to promote Fair Housing this year.

Simply complete the Fairhaven simulation, print off the certificate and send it to media@lubbockrealtors.com. The deadline to enter to win one of the prizes is April 30, 2021.











FAIRHAVEN.REALTOR





Rolling through your day on autopilot? Just because it's second nature, doesn't mean it's right. Slow down and make sure you're providing equal service to all.

April is Fair Housing Month and a great time to affirm you're helping to build thriving, inclusive communities. Fair housing impacts all NAR members, all markets, and all neighborhoods.

Check yourself. Educate yourself. Hold yourself accountable. Because That's Who We R®.

Visit nar.realtor/FHM to access tools to help you prevent discrimination in real estate.







Lubbock Association of REALTORS® Staff

Cade Fowler

Holly McBroom

Tonya Marley

MLS Administrator mls@lubbockrealtors.com

Brenda Fisher

Tino Vela

Celeste Haley

Key Services Administrator



Lubbock Association of **REALTORS®** 6510 70th Street Lubbock, TX 79424 P: 806-795-9533 F: 806-791-6429 www.lubbockrealtors.com



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.