



## Realtors® Believe Drones, Cyber Security Are Real Estate Industry's Most Impactful Emerging Technologies

**L** Realtors® view drones and cyber security as the most impactful emerging technologies to their business, according to a new report from the National Association of Realtors®. NAR's 2021 Technology Survey examined NAR members' current tech usage and attitudes about the future of real estate technology. In addition to drones (37%) and cyber security (34%), Realtors® believe that 5G (31%) and virtual reality (30%) will also have a significant impact on their business in the next 24 months.

"The pandemic has confirmed to all of us in the industry that technology will continue to transform real estate," said NAR CEO Bob Goldberg. "The great work being done by NAR, including our Strategic Business, Innovation and Technology group, has ensured that Realtors® will continue to have access to the latest technology and remain at the forefront of the innovations driving the market forward."

Click here to  
**CONTINUE**  
*Reading*

### What's Inside

#### Page 3

##### Changing HOA Laws in Texas

Learn how HOA Laws are changing in Texas

#### Page 4 & 5

##### 2021 TREPAC Sporting Clay Shoot

Sign up now to participate in the Sporting Clay shoot now

#### Page 6

##### Texas Buyers and Sellers

See what buyers and sellers are really looking for across Texas

#### Page 10

##### MLS Matters


We're sharing some info about why map pin placement is important

#### Page 12

##### Commercial Corner

Learn more about REALTORS® Safety and Sustainability





# 2021 TREPAC

## Major Investors

**PLATINUM R**

★ ————— ★

Jef Conn\*

**GOLDEN R**

★ ————— ★

Cade Fowler\*  
Tony Lloyd\*  
Lisa Pearce\*\*

**CRYSTAL R**

★ ————— ★

Donna Sue Clements\*\*  
Vanessa Dirks\*\*  
Michael Martinez  
Teresa Smith\*\*

**STERLING R**

★ ————— ★

Joe Bellar	Cindi Lea
Chris Brooks	Lori Manning
Tom Couture	Joe Murfee
Christine Covington	Mark Nanny
Amy Cox	Colby Norris
Coby Crump	Vickie Noyola Al-Souki
Bryce Daniel	Jason Ratliff
Rusty DeLoach	Kyle Rogers
Rich Eberhardt**	Crystal Sanchez
Tim Garrett	Winn Sikes***
Tim Grissom	Denise Stout
Ken Harlan	Jeremy Steen
Tammy Hamersley	Andrea Sturdivant
Amie Henry	Amy Tapp
Jacky Howard	Renee Taylor
Vanasa Hyde	Pam Titzell
Michael Hutton	Sharla Wells
Cheryl Isaacs	Dan Williams*
Nathan Jordan	Keeli Wilson

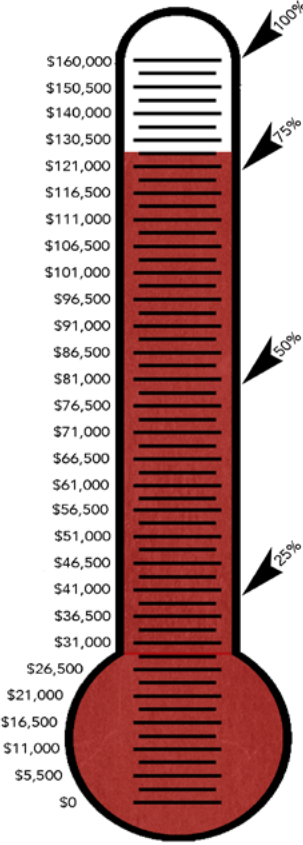
**CORPORATE MAJOR INVESTORS**


★ ————— ★

Benchmark Mortgage  
City Bank Mortgage  
Fairway Independent Mortgage  
LBK Roofing  
Lubbock National Bank  
Peoples Bank  
PrimeWest Mortgage  
Spirit Mortgage  
Texas Tech Federal Credit Union

\* President's Circle and Hall of Fame | \*\* President's Circle | \*\*\*Hall of Fame

# 2021 TREPAC Fundraising Goal






**\$126,172**

As of 8/16/2021  
45% Member Participation

2021 TREPAC Year goes from  
Oct. 1, 2020 to Sept. 30, 2021



Click here to

## INVEST IN TREPAC

# How HOA Laws are Changing in Texas

New REALTOR®-supported laws passed in 2021 bring more balance between the rights of property owners and their property owners' associations. At least 6 million Texans are estimated to live in communities governed by property owners' associations. This number will only increase as new communities are built across the state to meet the needs of our growing population.

Property owners' associations are often necessary to create new housing, and they typically add value to the communities they serve.

Property owners' associations also have significant power over people's homes and their communities, and it is appropriate for the Texas Legislature to ensure that that power is executed with care.

The passage of monumental HOA reform legislation wouldn't have happened without Texas REALTORS®. During the legislative process, members advocated on behalf of homeowners and homebuyers to show lawmakers the scope of the issues being faced.

Texas REALTORS® sent representatives more than 12,500 messages supporting the bill—a record-high call-for-action response!

In addition, the website MyHOAStory.com has been a great tool for collecting real-world stories from homeowner and REALTORS® about challenges they've faced with HOAs.

Following are changes made by Senate Bill 1588 that are effective on Sept. 1, 2021.

**Texas REALTORS® proudly supported these pro-consumer changes.**

**FEES ARE CAPPED** for subdivision information (\$375), and updated resale certificates (\$75).

TREC will create a publicly accessible **CENTRAL DATABASE OF TEXAS HOAS** by Dec. 1, 2021. HOAs that have filed management certificates in county records before Dec. 1, 2021 are required to file with TREC by June 1, 2022.

HOAs are required to **MAINTAIN WEBSITES** with management certificates and meeting information and notifications.

HOAs are required to **FILE DEDICATORY INSTRUMENTS WITH THE COUNTY** and provide certain contact information on all dedicatory instruments and management certificates.

Property owners have new **PROTECTIONS FROM NEGATIVE CREDIT REPORTING** when a fine or fee is in dispute, and HOAs are required to give a detailed report of charges and offer a payment plan before reporting delinquencies.

Prevents some **CONFLICTS OF INTEREST** within HOA architectural review boards.

HOAs are barred from requiring access to **LEASE AGREEMENTS** and are only allowed to request tenant's contact info and lease beginning and end dates.

HOAs are required to **SOLICIT BIDS** for any contract for services over \$50,000.

HOAs are barred from prohibiting certain **POOL SAFETY ENCLOSURES**, the installation of certain **SECURITY MEASURES** on an owner's private property, or certain **RELIGIOUS DISPLAYS**.

HOA boards are required to provide members with **TIMELY NOTICE ABOUT MEETINGS**.

Improves **DUE PROCESS IN DISPUTE RESOLUTION** and provides additional legal avenues when seeking resolution from a dispute with an HOA.





# 2021 SPORTING CLAY SHOOT

August 27, 2021

LUBBOCK SHOOTING  
COMPLEX  
1475 CR 1

**Deadline to register: August 23**

**\$100 PER SHOOTER**  
(BREAKFAST AND LUNCH INCLUDED)

**\$5 MULLIGANS**  
(LIMIT 4 PER TEAM)

**\$25 CART RENTAL**  
(PER SHOOTER)

**\$20 LONGBIRD SHOOT**

**\$20 PERFECT SHOT STATION**

**\$20 SHOTGUN RENTAL**  
(WHILE SUPPLIES LAST)

**PRIZES FOR HIGHEST OVER ALL**  
• \$1,000 - FIRST PLACE TEAM  
• \$400 - SECOND PLACE TEAM  
• \$200 - THIRD PLACE TEAM

*Registration Form*

☐

INDIVIDUAL SHOOTER

☐

SHOOTER TEAM OF 4

SHOOTER #1/TEAM CONTACT: \_\_\_\_\_

PHONE: \_\_\_\_\_

SHOOTER #2: \_\_\_\_\_

PHONE: \_\_\_\_\_

SHOOTER #3: \_\_\_\_\_

PHONE: \_\_\_\_\_

SHOOTER #4: \_\_\_\_\_

PHONE: \_\_\_\_\_

PAYMENT METHOD: ☐ CHECK  
(MAKE PAYABLE TO LAR)

☐

CASH

☐

CREDIT CARD  
(CALL LAR TO PAY OVER THE PHONE)

RETURN FORM TO LAR:

MEMBERS@LUBBOCKREALTORS.COM

LAR, 6510 70TH STREET LUBBOCK, TX 79424

• 8 a.m. Breakfast and check-in  
• 8:30 a.m. Mandatory safety briefing.  
Shoot begins at 9 a.m.  
• Bring a minimum of 5 boxes of shells -  
Must be #7.5, #8 or #9 shot size



# 2021 SPORTING CLAY SHOOT

## Sponsorship Opportunities

### \$2,500 GOLD TITLE SPONSOR

- Team of 4 shooters with cart
- Canopy over check-in table (sponsor provides)
- Table for promotional materials
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$1,500 SILVER SPONSOR

- Team of 4 shooters with cart
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$1,000 FIRST PLACE SHOOTER

- Placement of banner near the LAR check-in table (sponsor provides the banner)
- Table for promotional materials
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$1,000 FIRST PLACE TEAM

- Placement of banner near the LAR check-in table (sponsor provides the banner)
- Table for promotional materials
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$400 SECOND PLACE TEAM

- Table for promotional materials
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$200 THIRD PLACE TEAM

- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$250 LONG BIRD SHOOT

- Business name/logo at the Long Bird Shoot station
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$500 CART SPONSOR

- Business name/logo on all tournament carts
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$300 SCORECARD SPONSOR (1 AVAILABLE)

- Business name/logo in front of the scorecard
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$200 BEER SPONSOR

- Business name/logo on the beer table
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### WATER/BEVERAGE SPONSOR (IN KIND) PROVIDE DRINKS FOR UP TO 15 PEOPLE

- Business name/logo in front of the scorecard
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

### \$200 STATION SPONSOR

- Business name/logo on one station on the course
- Business name/logo on all event advertising (newsletter, social media, website, and at the event)

#### PAYMENT METHOD:

- ☐ CHECK  
(MAKE PAYABLE TO LAR)
- ☐ CASH
- ☐ CREDIT CARD  
(CALL LAR TO PAY OVER THE PHONE)

CONTACT NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

RETURN FORM TO LAR:  
MEMBERS@LUBBOCKREALTORS.COM  
LAR, 6510 70TH STREET LUBBOCK, TX 79424

## TEXAS HOMEBUYERS

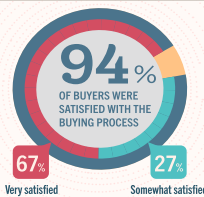
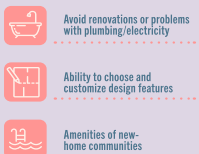
### Who They Are and What They Want

The better you understand homebuyers, the more effectively you can market to them and serve their needs. These stats come from the 2020 *Profile of Texas Homebuyers and Sellers*, a Texas oversample of NAR's nationwide homebuyer and seller survey. Responses are from buyers who purchased a primary residence between July 2019 and June 2020. Next month: statistics about sellers.

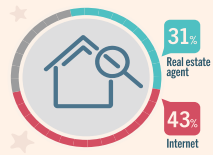
#### First step taken when buying a home



#### Top reasons to buy a newly built home



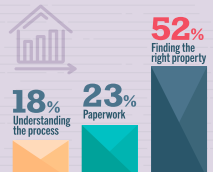
#### Where buyer found the home purchased



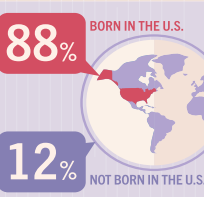
#### Top reasons to buy previously owned home



#### Most difficult steps



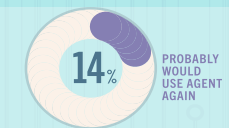
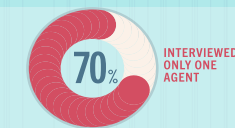
#### Top reasons for choosing neighborhood



#### How buyer found agent



#### What buyers want most from real estate agents



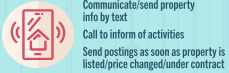
#### Top information source used in home search



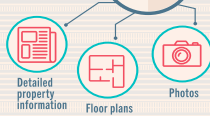
#### Most important factors when choosing agent



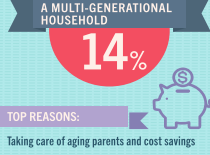
#### Most important agent communications



#### Most valuable website features



#### PURCHASED A HOME FOR A MULTI-GENERATIONAL HOUSEHOLD



#### THE DIFFERENCE OVER A DECADE

TEXAS HOMEBUYERS	2020	2010
FIRST-TIME BUYERS AS A PERCENTAGE OF ALL BUYERS	31%	44%
AGE: ALL BUYERS (MEDIAN)	48	41
HOUSEHOLD INCOME (MEDIAN)	\$112,500	\$79,900
PURCHASE PRICE (MEDIAN)	\$275,500	\$164,000
HOME SIZE (MEDIAN)	1,800 sq. ft.	2,020 sq. ft.

#### RACE/ETHNICITY OF TEXAS HOMEBUYERS

WHITE/CAUCASIAN	69%	74%
BLACK/AFRICAN-AMERICAN	7%	8%
HISPANIC/LATINO	18%	14%
ASIAN/PACIFIC ISLANDER	6%	5%
OTHER	4%	1%

\* Respondents could choose as many as applicable

#### During the decade...



## TEXAS HOMESSELLERS

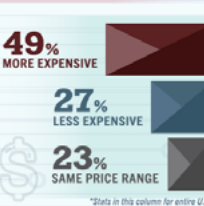
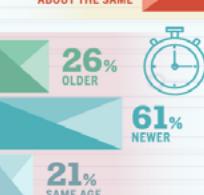
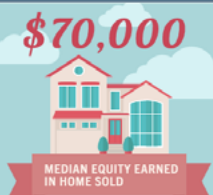
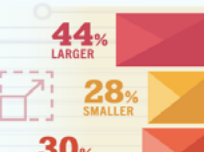
### Who They Are and What They Want

The previous issue of *Texas REALTOR®* featured survey results about Texas homebuyers from the 2020 *Profile of Texas Homebuyers and Sellers*, a Texas oversample of NAR's nationwide homebuyer and seller survey. This month highlights homesellers in Texas. Responses are from sellers who also purchased a primary residence between July 2019 and June 2020. \*Percentages may not add to 100% due to rounding or other responses not listed.

#### Top reasons for selling



#### After selling, the next home was...



#### Most important factor when choosing agent



#### How seller found agent



#### What sellers want most from real estate agents



#### Level of service provided by agent



#### Number of agents contacted before selecting one



#### THE DIFFERENCE OVER A DECADE

TEXAS HOMESSELLERS	2020	2010
FIRST-TIME SELLERS AS A PERCENTAGE OF ALL SELLERS	27%	36%
AGE: ALL SELLERS (MEDIAN)	56	50
HOUSEHOLD INCOME (MEDIAN)	\$127,300	\$107,300

#### RACE/ETHNICITY OF TEXAS HOMESSELLERS

WHITE/CAUCASIAN	82%	89%
BLACK/AFRICAN-AMERICAN	4%	4%
HISPANIC/LATINO	11%	5%
ASIAN/PACIFIC ISLANDER	4%	1%
OTHER	3%	1%

\* Respondents could choose as many as applicable

51% OF FSBO SALES WERE BETWEEN SELLERS AND BUYERS WHO KNEW EACH OTHER

Download the full 2020 *Profile of Texas Homebuyers and Sellers*—as well as prior versions of this report and other surveys—from:



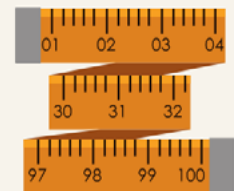


**United Way Campaign**  
**Fundraising Tips**



**Dress Down Day**

Employees pay to not wear "normal" work attire. Get as casual as needed: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact your Loaned Executive for stickers that say "I Dress This Way for United Way" and distribute to participating employees.



**Pay by the Inch**

Executives participate in an all day competition to end the day with the shortest tie. Don't forget the ladies! They can wear a tie too. Employees cut off an inch of their favorite executive's tie each time they give to the community. Prizes go to the shortest tie, the ugliest tie, etc.



# August 1-11 Membership Changes



## REALTOR® Membership Applications\*

Eric Clark, Exit Realty of Lubbock  
William Smith, eXp Realty LLC

## Transfers

Cortnee Smith, eXp Realty LLC, to Texas Standard Realty, LLC  
Luis Sanchez, Exit Realty of Lubbock, to Aycock Realty Group, LLC  
Gretchen Koen, Keller Williams Realty, to Madewell Real Estate Company

## Cancellations

Susan Sell, The WestMark Companies

## Miscellaneous Changes

New MLS office opened under Rodney Henson - Texas Standard Realty, LLC

*Thank you to our 2021*

## PRIME BUSINESS PARTNERS



# Classes and Events

## August Membership Luncheon

Thursday, August 26  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## TREPAC Sporting Clay Shoot

Friday, August 27  
8:30 a.m. to 5 p.m.  
Click [HERE](#) to register

## 25 Real Estate Marketing Principles

Thursday, September 2  
10 a.m. to Noon  
Click [HERE](#) to register

## Let the Seller Beware: 32 Buyer outs in Texas

Wednesday, September 8  
8:30 a.m. to 5 p.m.  
Click [HERE](#) to register

## NAR Code of Ethics

Tuesday, September 14  
1 p.m. to 4 p.m.  
Click [HERE](#) to register

## The Forms you Need to Know

Tuesday, September 21  
9:30 a.m. to 12:30 p.m.  
Click [HERE](#) to register

## Free CE - Using Texas REALTORS Market View in your Business

Monday, September 27  
1 p.m. to 2 p.m.  
This class is FREE but you must Click [HERE](#) to register

## GRI Marketing - Business Skills

October 11-14, 2021  
8:30 a.m. to 5 p.m.  
Click [HERE](#) to register

## New Member Orientation

Wednesday, October 27  
8:20 a.m. to 1 p.m.  
Click [HERE](#) to register



## GRI Marketing: Business Skills

Monday, October 11 to  
Thursday, October 14  
8 a.m. to 5 p.m.  
Click [HERE](#) to register

## You must attend all four days to receive credit

30 hours SAE credit, 10 hours CE credit

In today's competitive business environment, it often takes more than just motivation and initiative to succeed. Earning the Graduate REALTOR Institute (GRI) designation is a way to stand out to prospective home buyers and sellers as a REALTOR who has gained in-depth knowledge on technical subjects as well as the fundamentals of real estate.

### Course Topics Include:

Seller Services  
Buyer Services  
Technology  
Environment & Green Building



## MLS Matters

### Map Pin Placement Importance

Why is correct map pin placement important?



It's important because...

- It affects Zone & Subzone at entry and in searches
- It affects which school boundaries the listing appears in
- It is usually wrong for new developments because Google hasn't mapped it yet

Did you know LAR has an

**MLS**

*Tips and Tricks*

YouTube playlist?

[Click here to check it out](#)

SEPTEMBER  
MLS FORUM

Thursday, September 2  
9 a.m.

Alliance Credit Union  
6219 TX-327 Spur

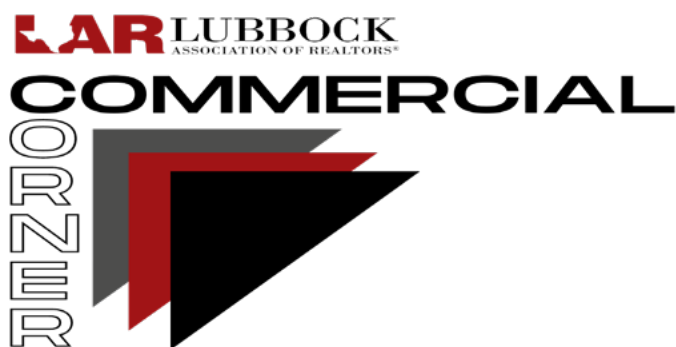


**Ready to rock? C2EX can help you take it to the next level.**

**Amp up your career at [C2EX.realtor](https://C2EX.realtor)**

 **NATIONAL ASSOCIATION OF REALTORS®**





## REALTORS® and Sustainability: Commercial

In July 2021, NAR surveyed its members pertaining to sustainability issues facing the industry. Among the findings:

Eighteen percent of respondents reported that their Commercial Information Exchange (CIE) had green data fields, and the CIE green data fields were used to promote energy information and green features.

A majority of agents and brokers (69%) said that energy efficiency promotion in listings was very or somewhat valuable.

Thirty-seven percent of brokerage firms had experience working with

commercial building repurposing, such as converting empty malls into technical schools.

The building features that REALTORS® believed were most important to clients included utility and operations costs, indoor air quality, efficient use of lighting, and windows, doors, and furnishings.





**LAR LUBBOCK**  
ASSOCIATION OF REALTORS®

**August Commercial Luncheon**  
**Thursday, August 26**  
**11:45 a.m. to 1 p.m.**  
**Keller Williams | 10210 Quaker Ave.**

We will be joined by City of Wolfforth  
Mayor Charles Addington and City  
Manager Rick Scott for an update on the  
city and the long-term water plan

[Click Here  
to Register](#)

**COMMERCIAL  
REAL ESTATE**



Are you  
compliant?



CHECK YOUR CODE OF ETHICS STATUS HERE



**\$40**  
for  
**40**  
years

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**



## Lubbock Association of REALTORS® Staff

Cade Fowler

Association Executive

[cadebower@lubbockrealtors.com](mailto:cadebower@lubbockrealtors.com)

Holly McBroom

Administrative Assistant

[members@lubbockrealtors.com](mailto:members@lubbockrealtors.com)

Tonya Marley

MLS Administrator

[mls@lubbockrealtors.com](mailto:mls@lubbockrealtors.com)

Brenda Fisher

Communications Director

[media@lubbockrealtors.com](mailto:media@lubbockrealtors.com)

Tino Vela

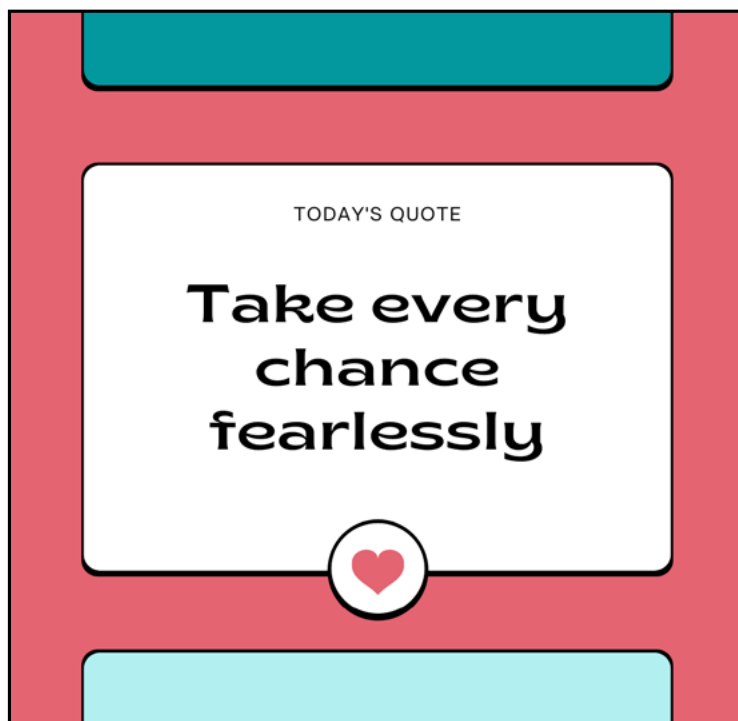
Key Services Administrator

[keys@lubbockrealtors.com](mailto:keys@lubbockrealtors.com)

Celeste Haley

Key Services Administrator

[keys@lubbockrealtors.com](mailto:keys@lubbockrealtors.com)



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