

2022 Directors and Officers election early voting starts September 2

The Nominating Committee presents the slate of officers and directors for your consideration for the election on September 16, 2021. Early voting will begin September 2, 2021. All voting will be done online and the website will be provided before early voting begins on September 2.

2022 OFFICERS:

- President – Rich Eberhardt, RE/MAX Lubbock (automatically ascends as per Bylaws)
- President Elect – Donna Sue Clements, RE/MAX Lubbock
- Secretary/Treasurer – Michael Hutton, West Sage, REALTORS®

2022 – 2023 DIRECTORS (Six (6) will be elected by plurality vote):

- Judi Fillingim – Keller Williams Realty
- Vanesa Hyde – Exit Realty
- Leslie Mealem – Texas Home and Land Connection
- Mark Nanny – Coldwell Banker Trusted Advisors
- Colby Norris – McQueen Company, REALTORS®
- Todd Paxton – Paxton Real Estate
- Lisa Pearce – Hub City Rentals
- Kyle Rogers – RE/MAX Lubbock
- Melissa Sharkey – Exit Realty
- Lesli Spears – Williams & Company Real Estate
- Bambi Temple – Century 21 John Walton, REALTORS®
- Chanda White – Chanda White Real Estate

What's Inside

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TREPAC Auction

The TREPAC Auction is coming in September

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2021 United Way Campaign

We need your help! Please make a donation and help us reach the goal.

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Membership Changes

See who joined, who moved and who left during August 19-24

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MLS Matters


Learn more about RPR's State of the Listing Presentation survey

Page 10

Commercial Corner

Learn more about Multifamily Investments





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

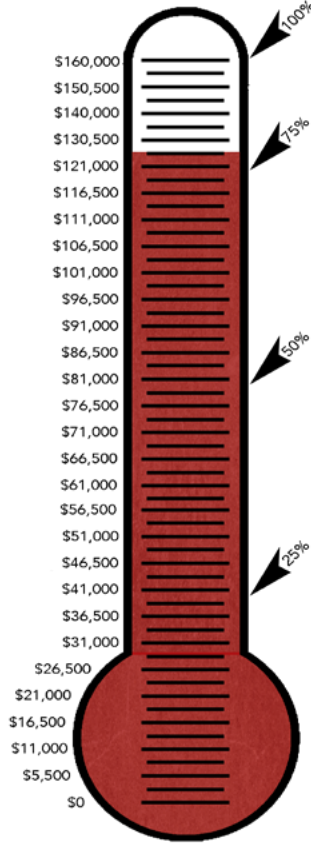
<p>Joe Bellar Chris Brooks Tom Couture Christine Covington Amy Cox Coby Crump Bryce Daniel Rusty DeLoach Rich Eberhardt** Tim Garrett Tim Grissom Ken Harlan Tammy Hamersley Amie Henry Jacky Howard Vanessa Hyde Michael Hutton Cheryl Isaacs Nathan Jordan</p>	<p>Cindi Lea Lori Manning Joe Murfee Mark Nanny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






\$126,357

As of 8/23/2021
45% Member Participation

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



Click here to

INVEST IN TREPAC



**TREPAC
ONLINE
AUCTION**

**SEPTEMBER 27 AT 10 A.M.
TO
SEPTEMBER 29 AT 10 P.M.**



**TREPAC SPORTING
CLAY SHOOT**

Friday, August 27, 2021

LUBBOCK SHOOTING COMPLEX

1475 CR 1

(TAKE HWY 87 SOUTH TO CR 1)



TEXAS HOMEBUYERS

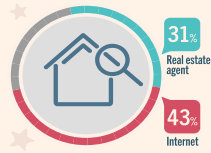
Who They Are and What They Want

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.

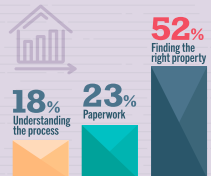
First step taken when buying a home



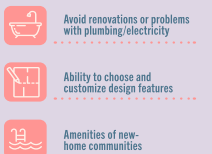
Where buyer found the home purchased



Most difficult steps



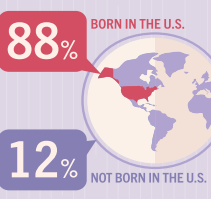
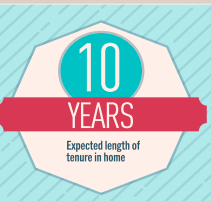
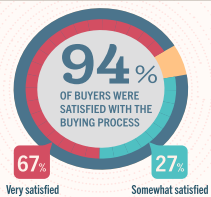
Top reasons to buy a newly built home



Top reasons to buy previously owned home



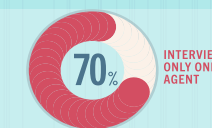
Top reasons for choosing neighborhood



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



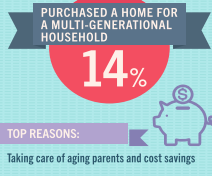
Most important agent communications



Most valuable website features

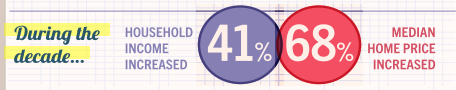


PURCHASED A HOME FOR A MULTI-GENERATIONAL HOUSEHOLD



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%



TEXAS HOMESSELLERS

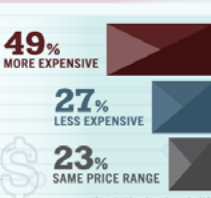
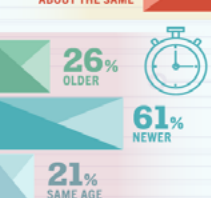
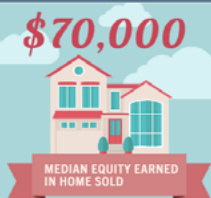
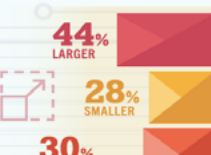
Who They Are and What They Want

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%



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

texasrealestate.com/research



United Way Campaign
Fundraising Tips



Rootbeer Float Day

Buy necessary ingredients for employees to make their own root beer floats. Floats made and served by executives can be a fun treat!



Donate for your Clients

Set aside a certain portion from each sale to donate to the United Way in behalf of your clients. Let them know that you will be doing that and encourage them to donate as well.



August 19-24 Membership Changes



REALTOR® Membership Applications*

Sarah Bolkcom, RE/MAX Lubbock
Rebecca Sotelo, Century 21 John Walton, REALTORS
Shaza Farah, Keller Williams Realty
Thy Huynh, Exit Realty of Lubbock

Transfers

Fabian Martinez, eXp Realty LLC, to Keller Williams Realty
Chelsea McCutchen, Amy Tapp Realty, to Steadfast Realty, LLC
Luke Cunningham, Century 21 John Walton, REALTORS, to Progressive Properties

Cancellations

Ryan Johnson, Amy Tapp Realty
Lal Williams, Keller Williams Realty
Katie Billingsley, Our Texas Real Estate Group
Zane Graham, Better Homes and Gardens Blu Realty
Christye Weld, Keller Williams Realty
Rodney Allison, Lyons Realty
Andrew Bishop, RE/MAX Lubbock
Dalton Carabajal, Keller Williams Realty
Miran Hill, Keller Williams Realty
Tiffany Sexton, Keller Williams Realty
LaDonna Wichern, klm Real Estate

Miscellaneous Changes

Lexi Berryhill reinstated with Keller Williams Realty

Thank you to our 2021 PRIME BUSINESS PARTNERS



Classes and Events

Commercial Committee Luncheon with Wolfforth Mayor

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

TREPAC Online Auction

Monday, September 27 to September 29
Auction opens at 10 a.m. and closes at 10 p.m.

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

RPR "State of the Listing Presentation" Survey Highlights

REALTORS® Property
Resource is valuable tool.
Are you using it to build
your business?



RPR®

- Sellers provided with a CMA increased 8.3% since 2018
- Sellers provided with an Estimated Home Value increased nearly 16% since 2018
- The percentage of listing presentations that resulted in a signed contract increased from 45.9% to 55.65%

[Click here to read the full report](#)

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

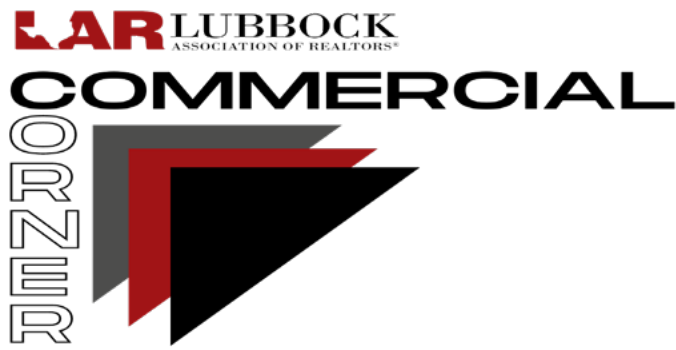


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Amp up your career at C2EX.realtor

 **NATIONAL ASSOCIATION OF REALTORS®**





Multifamily Investors Step on the Gas

After a quiet 2020, the multifamily market is revved up for a booming year as the economy and commercial real estate industry open.

The multifamily market has shaken off the lingering effects of the COVID-19 pandemic, and investors are once again moving forward full throttle with acquisition strategies.

The apartment sector did not skate through the pandemic unscathed. Owners faced several operational challenges, as well as uncertainty on how the shutdown and spike in unemployment would impact rent collections, occupancies, and net operating income. That uncertainty also weighed on transaction volume as owners paused to see how the pandemic might play out. But data

points to a sector that has not only weathered the COVID-19 downturn relatively well, it also outperformed in comparison to other sectors. The underlying fundamentals coupled with compelling long-term demand drivers for affordable, workforce, and market-rate rental housing are once again fueling a white-hot investment sales market.

“We have now been through a big bump with COVID, and we saw what it did to the psychology of the market,” says Richard Knutson, CCIM, senior managing director, multifamily capital markets in the Oakland, Calif., office of Newmark. “But it didn’t last very

long, and there is a lot of enthusiasm about the long-term demand for apartments, and, therefore, the long-term performance of apartment investments.”

Although plenty of capital appears to be lined up for multifamily, transaction volume is still trailing its pre-pandemic pace. Apartment sales totaled \$35.5 billion in 1Q2021, which was down 12 percent...

Click here to
CONTINUE
Reading





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**



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Healthy Habits To Start Today

Wake Up Early

Drink Lots Of Water

Make Time For Movement

Spend Time Outside

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.