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LAR LUBBOCK ASSOCIATION OF REALTORS®

NEWSLETTER

Issue 1 | Vol 12 | December 2020

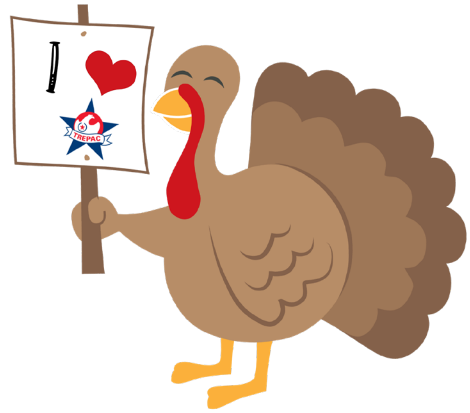
December 1, 2020

Changes to the keybox policy

The LAR Board of Directors approved changes to the MLS Keybox rules based upon recommendations from the MLS Issues and Policies Committee. The following changes will go into effect on Tuesday, December 1:

- For new MLS members, the keybox deposit will be $90 per box. After two years, agents may request to have the deposit amount reduced to $15 per box. It is the agent's responsibility to request the change.
- Keybox credit is non-transferable
- Any MLS member who receives three keybox fines in a calendar year will be subject to the new keybox deposit requirements for a two-year period from the date of the last offense. The deposit for a keybox will be $90 (instead of $15) during that time. At the end of the two-year period, agents may request to have the deposit amount reduced to $15.
- The Keybox Checkout Authorization form is required if the keybox request originates from someone other than the agent whose name is on the keybox, i.e., an unlicensed assistant, family member or another agent. This gives permission for Key Service to checkout a box in that members name, regardless of who initiated the request. This does not apply to someone picking up a box for someone else. This form can be found in the MLS Documents.

What's Inside



Turkeys for TREPAC

Click
HERE
to make your investment today!

TREPAC

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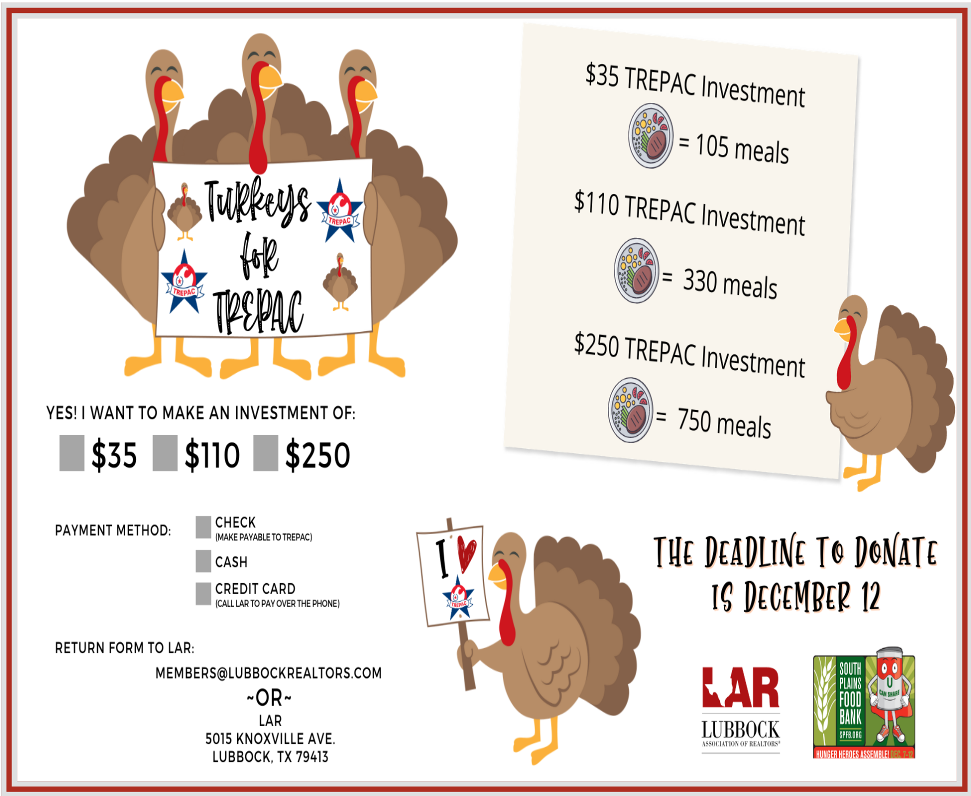

- Diane Barnett
- Dilyn Addis
- Justin Backus
- Lindsey Bartley
- Stuart Bartley
- Stephen Bearden
- Amber Bolen
- Kim Burrous
- Aldo Chavira Marquez
- Donna Sue Clements
- Jef Conn
- Autumn Crawford
- Coby Crump
- Sherri Cypert
- Eve Darling
- Rusty DeLoach
- Brenda Dunlap
- Bill Evans
- Lilian Flores
- Leslie Francis
- Joseph Ghandour
- Janet Garrett
- Mike Garrett
- Cayson George
- Tim Grissom
- Kelly Harp
- Max Hector
- Amie Henry
- Amanda Hernandez
- Rose Hoeve
- Hacee Hughes
- Denae Hutson
- Michael Hutton
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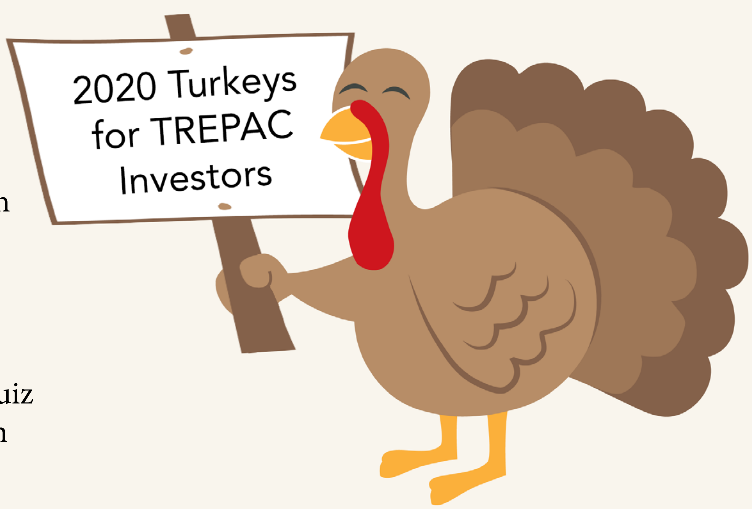
- Sarah Jones
- Han Li
- Lori Manning
- Mary McGuire
- Trina Meadows
- Velma Medina
- Glenda Mercer
- Cookie Meredith
- Gerald Miller
- Lynn Miller
- Randy Mulsow
- Steve Parker
- Debora Perez-Ruiz
- Makala Pinkston
- Stacie Polozola
- Jeff Prather
- Landon Quigley
- David Rayburn
- Lia Saa
- Ruan Samuels
- Becky Seaman
- Winn Sikes
- April Sizemore
- J. Larry Smith
- Stacy Smith
- Teresa Smith
- Andrea Sturdivant
- Kendra Sutherland
- Marie Talkmitt
- Nate Tauferner
- Pam Titzell
- Kathy Whatley
- Cindy Wilkinson
- Dan Williams
- Joe Williams
- Keeli Wilson
- Lynn Zickefoose



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.*

Nominations due by December 12

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 Graft	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

In 1995, REALTOR® of the Year was renamed to Pinnacle Award and Salesman of the Year was renamed REALTOR® of the Year

Classes and Events

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

Legislative Update with Sen. Charles Perry

Thursday, December 10
9 a.m. to 10 a.m.
Click HERE to register

The Forms You Need to Know

Tuesday, January 8
9 a.m. to Noon
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

LAR LUBBOCK ASSOCIATION OF REALTORS®

CE CLASS OF THE WEEK

The Forms You Need to Know

Tuesday. January 8
Part 1 — 9 a.m. to Noon
Click HERE to register

This course reviews the most widely used TREC and TAR forms needed to conduct real estate transactions. Included are various sales contracts and a wide range of addendum. This course teaches the proper use and completion of these forms and provides a comprehensive view of the types of contracts available for use in real estate transactions. It will also cover how to handle updates and changes to contract forms, along with other related documents and addenda.

This purpose of this course is to familiarize the real estate license holder with the most current and commonly used forms in a residential real estate transaction. Will learn to understand and use the proper form(s) for different real estate transactions so that they effectively serve their client. The course intent is to provide insight on the importance of using correct form(s) to ensure a successful transaction for the agent and client.

This course qualifies as the TREC contracts class requirement for renewal.

Register by December 18 and save $10

Tonya's MLS Tips and Tricks

5 Ways to Wow Your Clients with ShowingTime

From the listing presentation to the day of closing, your clients are depending on you to guide them through their selling journey. Many sellers look for an agent who is an expert on market trends and can share data to back up their decisions. Others want to be as involved as possible with the process, confirming showings and reviewing feedback along the way. No matter the type of client you are working with, ShowingTime has the tools you need to deliver a personalized, exceptional experience and have them referring you to their friends and family.

We put together a list of five ways ShowingTime can help you wow your clients (and prospective clients):

1. Wow Your Prospective Clients in the Listing Presentation

Your first impression with prospective clients includes your website and email conversations you have with them, but the big key is the listing presentation. It is a way to show them what you can offer that others may not be able to, giving them a competitive edge selling their listing.

Be sure to introduce prospective clients to My Home by ShowingTime. Once you add them to the listing worksheet in ShowingTime, sellers will have access to showing appointment details, reports and showing feedback. Depending on your preferences, you can even have them confirm appointments and receive feedback right away or after your review.

Using the Target Market Analysis Report*, you can graphically display showing activity on other properties just like theirs – throughout the entire MLS – to help them better understand the market and give them an idea of what to expect for showings.

Remember we also have access to the ShowingTime Appointment Center, so you can tell your prospective clients about your team of 400+ appointment specialists that makes scheduling showings on their home quick and easy. Assure them that no showing requests ever fall through the cracks, since your team is available 24/7/365 to promptly respond to requests.

2. Wow Your Clients with Showings

In most cases, sales can't happen without showings, so we know the importance of getting as many showings as possible for your clients. Your expertise marketing their listing is the driving force to generate interest, but thankfully when you use ShowingTime you can be sure appointment times will accommodate your client's schedules and preferences, in turn contributing to making the process of selling their home less stressful.

With more people working from home and perhaps doing e-learning with their kids, there may be certain times when your clients do not want to have showings. By setting up rules and restrictions in ShowingTime, you can block off those inconvenient dates and times so that no showings can be scheduled.

Your clients can also customize the way they receive notifications from My Home, which can be set up from the app or from their computer. Whether they prefer text, calls, email or mobile app notifications, they can set their profile preferences to fit their needs. If you would like, you can have your clients confirm showings directly through these notifications with just a few taps, giving them a sense of control that can also ease their stress. In many markets, clients will get a showing complete notification so they know exactly when the showing is over and are not waiting around wondering when they can return home.

There are several appointment types to fit your clients' needs including Go and Show, perfect for your most flexible clients since it automatically confirms showings and notifies you and the sellers when they will occur. This is ideal for vacant properties, or when your clients are out of town for a long weekend or holiday break. Listings set as Go and Show typically receive up to 30 percent more showings!

3. Wow Your Clients with Feedback

Clients really value the feedback they receive from showings, which can help when you need to discuss a price adjustment or renovations that might need to be made to get the best price. With ShowingTime's seamless feedback request process, most listings have a 70 percent response rate.

As mentioned earlier, you can set up feedback so that you review it before passing it along in case there is anything you don't want shared, or you can have clients automatically receive it in My Home – whatever works best.

You can also customize your feedback templates to gather the information you and your clients really need. Add property-specific questions for insights that can help sell the home, or use a standard template that will work for all your listings.

4. Wow Your Clients with Technology

Clients can be anxious if it's their first time buying or selling a home. Even those who have been through the process more than once can still feel anxious. By giving them real-time updates on showings and feedback, they'll feel like they are never kept in the dark, but instead are always on the same page as you with what is happening.

With a My Home account, sellers get their very own version of the Listing Activity Report that includes a snapshot view of showings, other specific activities such as agent inquiries and inspections plus a showing activity graph. They can also view all activities in an overview list and access all feedback on the home you've shared with them. As earlier mentioned, they can set their own notification preferences and will be alerted of all showings whether confirming requests or just getting details.

If your sellers are also buying a home with you, or if you're working with other buyer clients, you can add their contact information to showing requests to give them insight on upcoming tours with listing details and turn-by-turn directions to the listing in My Home. The buyer's details are only available to you as an agent. We do not share this information with anyone by default. They will also be notified as soon as a showing is confirmed or canceled and the new My Commute Time feature enables them to calculate commutes from the potential new home to frequently visited locations such as school or work.

5. Wow Your Clients with Data

It's always best to have data to back up decisions. As mentioned, the Listing Activity Report is commonly used to review all activity for the life of a listing. Your sellers will get access to a personalized version of the report in My Home so they always know what's happening with their listing. You can also share the report with them via email directly through your ShowingTime profile.

The Target Market Analysis Report, mentioned before, helps identify which price ranges throughout the MLS are getting the most showings, and can be customized by date, by ZIP, number of bedrooms and much more. Using the report will help you set the listing price with your clients, but can also be used to guide conversations about potential price adjustments after their listing has been active for a while. If you're seeing more showing activity in the $350,000-$399,000 price range, for example, you may talk to your clients about lowering their price if it's currently at $405,000 so it can get into that sweet spot, and perhaps generate more showings to sell the home faster.

There are several other helpful reports you can use to make informed decisions, find potential buyers and compare your clients listing with others in the area.

MLS Forum

LAR LUBBOCK ASSOCIATION OF REALTORS®

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 and committee meeting will be held on December 3rd via Zoom at 9 a.m. Find the link on the calendar at www.lubbockrealtors.com

November 2020 Membership News

November Membership Stats

Here are the LAR membership counts as of 11/30/2020. There was an 11 percent increase from November 2019.

1494 — Total LAR Members
166 — Designated REALTOR Members
1256 — REALTOR Members
41 — Appraiser Members
31 — REALTOR Emeritus Members

MLS only participants*:

48 — MLS Only Designated REALTOR Participants
32 — 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)

Matthew Woodruff, Exit Realty of Lubbock
Susan Luna, Paxton Real Estate
Sheree Early, Coldwell Banker Trusted Advisors
Tess Bradley, Coldwell Banker Trusted Advisors
Dennis Carrizales, Coldwell Banker Trusted Advisors
Brian Cooper, Coldwell Banker Trusted Advisors
Yvonne Perez, Keller Williams Realty
Michelle Duran, Coldwell Banker Trusted Advisors
Trent Clark, Coldwell Banker Trusted Advisors
Rohit Mittal, eXp Realty, LLC
Erin White, Keller Williams Realty
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

Leslie Shows, Exit Realty of Lubbock
Michael Box, Keller Williams Realty
Chris Abers, Wright Realty and Design
Jarrod Carter, Better Homes and Gardens Blu Realty
Brandon Suniga, Keller Williams Realty

Designated REALTOR® Membership Applications

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

Affiliate Applications

Samantha Mullins, Goosehead Insurance - Samantha Mullins Agency

Transfers

Christina Walker, eXp Realty, LLC, to Keller Williams Realty
Jon Willey, Minnix Property Management, to Keller Williams Realty
Dennis "Buzz" White, Exit Realty of Lubbock, to Veritas Real Estate Company
Michaela Flynn, Keller Williams Realty, to Chaney Realty
Rocky Boggan, Keller Williams Realty, to Exit Realty of Lubbock
Suzanne Ward, Coldwell Banker Trusted Advisors, to Amy Tapp Realty
Jon Willey, Minnix Property Management, to Keller Williams Realty
Dennis "Buzz" White, Exit Realty of Lubbock, to Veritas Real Estate Company
Michaela Flynn, Keller Williams Realty, to Chaney Realty
Rocky Boggan, Keller Williams Realty, to Exit Realty of Lubbock
Suzanne Ward, Coldwell Banker Trusted Advisors, to Amy Tapp Realty

Cancellations

Whitney Jo Weindorf, Kearney & Associates, REALTORS
Kameron Lamb, Keller Williams Realty
Chaundrea Rhodes, TechTown Realty
Sam Samudio, Exit Realty of Lubbock
Weston Waldo, Exit Realty of Lubbock
Douglas Freitag, All Real Estate, LLC
Elizabeth Belmares, eXp Realty, LLC
Courtney Watt, Cross Roads Real Estate Services
Erica Alaniz, Exit Realty of Lubbock
Juliana Klassen, Keller Williams Realty
Natalie Rodriguez, New Home Brokers

Miscellaneous Changes

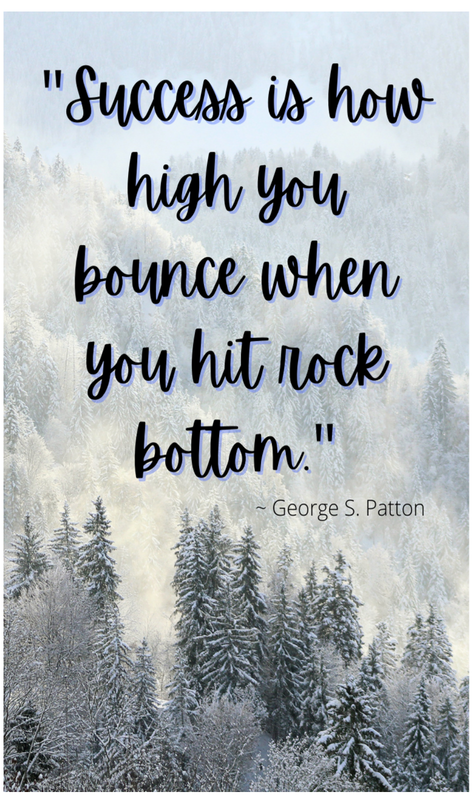
Jon Willey, Keller Williams Realty, change to MLS member
Chaundrea Rhodes reinstated with Our Texas Real Estate Group
Tracy Phernetton, Keller Williams Realty, change to MLS member
Bob Brunson, Brunson Real Estate, reinstated
Treyton Dunn, Keller Williams Realty, change to non-MLS member
Jessica Emery, Keller Williams Realty, change to non-MLS member
Donny Payne, All Real Estate, LLC, change to non-MLS member

2021 Dues Billing

Pay your state and national dues by December 31, 2020 to avoid late fees and other penalties. And don't forget to do your TREPAC Investment and donate to the John Walton Education Foundation.

2021 dues billing notices for state and national dues have been mailed and emailed out to each REALTOR® Member. The due date for dues is December 31, 2020. If dues remain unpaid after January 31, 2021, a $50 late fee will be added to your dues billing and you will be inactivated on February 1, 2021.
If your dues and the late fee are not received within 10 business days, you will be subject to a $50 reinstatement fee plus any back board dues.

If you have questions about 2021 dues billing, please contact Holly McBroom at 806-795-9533.



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Gary Owen
Jason Ratliff
Lisa Sellers
Chanda White

Association Executive
Cade Fowler

November 15, 2020

Dear fellow LAR Members,
Most of us would agree that it's good to see the end of 2020 on the horizon! While it may not be a year we want to repeat, as REALTORS®, we have been blessed to be deemed essential workers. I am hopeful that you will consider two opportunities we have bless our community.

First, you can help the South Plains Food Bank with a $35 TREPAC investment. All investments received from dues statements will be donated to the South Plains Food Bank through TREPAC. Just $35 will provide 105 meals to those in need. The Food Bank has seen a 70% increase in food needs this year, and approximately 40% of these families have never needed Food Bank support before.

The second is a $25 Education Foundation donation. These funds go to provide scholarships to full-time students attending Texas Tech University, Lubbock Christian University, Wayland Baptist and South Plains College through the John Walton Educational Foundation. In 2020, the Foundation was able to give seven $1,000 scholarships and with your help, we can give even more in 2021!

The real estate market has been very good throughout this pandemic but many in our community are struggling. Let's use this opportunity to help those not as fortunate. I wish you all a safe and prosperous 2021!

Sincerely,

Teresa Smith
Lubbock Association of REALTORS®
2021 President

PAY ONLINE at www.lubbockrealtors.com. Log in, click on "Broker Pay Your Office Fees." Under Account Information, click on "Pay My Dues and Fees." Click on the box to the right of the invoice dated 11/15/20 to select, then click the "Choose Payment Options" button at the bottom.

Or, you may pay with check/money order made payable to LAR, 5015 Knoxville Ave, 79413. Exact cash payments are accepted as well.

Please call if you have questions regarding TAR/NAR dues statements, how to pay online or if you'd like to pay over the phone.

Thank you,
Holly McBroom
Administrative Assistant
Lubbock Association of REALTORS®

LAR LUBBOCK ASSOCIATION OF REALTORS®
COMMERCIAL CORNER

WEST TEXAS COMMERCIAL
WTCIE
INFORMATION EXCHANGE

5 Tips for Improving Client Relationships

When you strengthen your relationships with existing clients, it increases the likelihood of repeat business and referrals, which sets you and your business up for long-lasting success.

Article by Alex Fluegel
Originally published on Entrepreneur.com and can be found HERE.

Client relationships are like any other relationship. They require effort, time, and attention to improve and maintain their quality. When you strengthen relationships with existing clients, it increases the likelihood of repeat business and referrals, which sets you and your business up for long-lasting success.

So, where do you start? Here are five tips for cultivating strong, sustainable, and more fulfilling relationships with your clients:

1. Really get to know your client

In the beginning, doing your research is key to understanding their industry, goals and preferred methods of getting work done, but it doesn't end there. Really getting to know your clients strengthens your bond and makes working together a more enjoyable experience for everyone involved.

An easy way to keep up with what's going on with clients is through social media. By now, most brands use at least one major platform, and by following your clients' businesses or organizations, you create an opportunity to talk about their latest news, products or success in a way that shows you're paying attention.

But what about who they are as people? Yes, social media can also be helpful in learning personal details, but it comes with great risk and responsibility. Balancing the boundaries of professional and personal social media is challenging, and there are many different things to consider.

Once rapport is established and if you feel comfortable with it, asking about a vacation or their child's lead role in the school play can deepen your relationship and help you see the person beyond the project. Just remember, this is a client relationship, not a friendship, and creating firm boundaries for yourself will help you avoid messy conflicts.

2. Be yourself

As you're getting to know your clients, they're getting to know you too, and it's important they get to know the real you. You want your clients to feel confident in their hiring decision, which is just as often based on how well they feel you'll work together personality-wise as your resume stats.

Being yourself and sharing your experiences also gives clients the chance to resonate with your story and feel more confident trusting you to help them. Bottom line: don't be afraid to be yourself — and if you are, that's a red flag that this client might not be quite right for you.

3. Embrace feedback

Asking for feedback can seem scary at first, but it's crucial to improving relationships with clients. Eighty-five percent of small- and mid-size enterprises say client feedback has been beneficial to their businesses.

Getting feedback shows that you're committed to delivering the best possible work, but that you value the client's needs and desires enough to listen. When you create the opportunity for regular feedback, you decrease the likelihood of losing that client. The most important thing to remember about client feedback is that it means nothing without concrete actions. Having a plan in place to address concerns or criticisms shows you're committed to improving your business processes and shows clients you listen and value what they share.

When you take the time to truly listen to clients, you may even increase the possibility of referrals

4. Build trust by exceeding expectations

You may have heard the catchphrase 'under-promise and over-deliver,' but your true aim should be to 'have clear-cut expectations and consistently achieve them.' This builds trust with your clients and is more sustainable than trying to beat every deadline or exceed every sales goal.

You can also exceed expectations by finding ways to make life easier for your clients. When you send a video call link, prepare a meeting agenda or include a summary at the end of a detailed email, it shows you value your client's time and are someone who helps lighten their load.

5. Remember that the tiny, noticeable things matter

Going above and beyond for your clients is a staple of building good relationships, and tiny, noticeable things are the best way to achieve it. Sure, you could tell your client you're grateful for their feedback in an email, but sending them a handwritten card is ever better. It makes the client feel special, but more importantly, it adds that personal touch that's so often missing in today's increasingly digital world.

Other small things that can make a big difference are: sending your client an article you think they'll enjoy, shouting out their successes or public thank-yous on social media, adding a personal note to invoices, and sending small, thoughtful gifts just because.

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Sign up by December 12

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 he 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 LUNCHES**
  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 cadefowler@lubbockrealtors.com by ***December 11, 2020***

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.