



# NEWSLETTER February 16, 2021

Issue 2 | Vol 6 | February 2021



# Editing Map Pin Placement with 3rd Party Systems

sing any 3rd party system that allows you to enter/ edit listings through an SSO link to the MLS does not send the map pin coordinates to other 3rd party systems when the listing syndicates from Rapattoni. For example, if you enter listings by going in through dotLoop instead of logging in to Rapattoni directly, when the listing is Active and is sent to ShowingTime (and others) it does not send the map pin coordinates.

This was brought to our attention yesterday when a listing in Post was showing up on the ShowingCart in ShowingTime in northern South Africa. ShowingTime has since corrected the map pin placement when the latitude and longitude coordinates were sent to them. However, this issue seems to happen when the map pin location is edited, not when it is first entered.

What this means for those using 3rd party systems to edit listings (not just dotLoop): When editing the map pin placement login directly to the MLS instead of using your 3rd party system. Go to lubbockrealtors.com and login. Then click Launch RapattoniMLS and pull up your listing to edit the map pin placement.

Alternatively, verify the map pin placement is correct at listing input and manually place the pin before moving on to enter the majority of the listing information.

If you have any questions, please contact Tonya Marley at 806-795-9533 or by <u>email</u>.

Register now to learn about Advocacy in Action

Page 4

**MLS Tips and Tricks** 

Learn more about MLS Rules and Regulations

## Page 7

### LAR Membership Stats

See who joined, who moved and who left so far in February

Pages 8-9

### **Commercial Corner**

Get insight about what's next for the Office Market

## Page 11

### 2021 Texas Relocation Report

Download your copy of this i nformative report

# Register now to learn about Advocacy in Action

Registration for the 2021 Texas REALTORS<sup>®</sup> Winter Meeting (February 16-18) is now open! This free virtual event is open to all Texas REALTORS<sup>®</sup> members. Don't miss the Governmental Affairs Forum: Advocacy in Action session on February 17 from 9-11 a.m.

REALTOR<sup>®</sup> advocacy has adapted during the pandemic to ensure Texas real estate remains protected. In this session, REALTOR<sup>®</sup> leaders and elected officials will help you understand how you can get engaged and build relationships at every level of government.

The lineup includes:

- Featured Speaker Texas Comptroller Glenn Hegar
- Political engagement from two Texas REALTOR<sup>®</sup> perspectives with State Rep. Cody Harris (HD 8) and Kristy Wages, Political Involvement Committee Member for Region 5
- A discussion about advocacy at every level with Shannon McGahn, NAR Chief Advocacy Officer; Tray Bates, Texas REALTORS<sup>®</sup> Vice President of Governmental Affairs; and Adam Majorie, Collin County Association of REALTORS<sup>®</sup> Chief Advocacy Officer.

Visit texasrealestate.com/wintermeeting to register now.



# **TREPAC** Participation Levels

### **RPAC Hall of Fame**

RPAC Hall of Fame is awarded to members who have invested \$25,000 or more throughout their career as a REALTOR<sup>®</sup>. This is a lifetime award achievement.

### **RPAC Major Investor Program**

RPAC's Major Investor program consists of an elite and passionate group of REALTOR<sup>®</sup> investors who give a minimum annual investment of \$1,000 or more.

### **RPAC Platinum R Member**

A Texas REALTOR\* investing \$10,000 or more in one year will be recognized as a Platinum R major investor. Individual members can then sustain their Platinum R status with an annual investment of \$5,000. **RPAC Golden R Member** 

A Texas REALTOR<sup>\*</sup> investing \$5,000 in one year will be recognized as a Golden R major investor. Members can then sustain their Golden R status with an annual investment of \$2,000.

### **RPAC Crystal R Member**

A Texas REALTOR® investing \$2,500 in one

year will be recognized as a Crystal R major investor. Members can then sustain their Crystal R status with an annual investment of \$1,500.

### **RPAC Sterling R Program**

A Texas REALTOR<sup>®</sup> investing \$1,000 in one year will be recognized as a Sterling R major investor.

### **Capitol Club**

A Texas REALTOR<sup>®</sup> investing \$500 to \$999 in one year becomes a Capitol Club member.

### Lone Star Statesman

A Texas REALTOR<sup>®</sup> investing \$250 to \$499 in one year becomes a Lone Star Statesman.

### 110 Club Member

A Texas REALTOR<sup>®</sup> investing \$110 to \$249 in one year becomes a 110 Club Member.

### **Participation Club Member**

Any Texas REALTOR<sup>\*</sup> investing \$35 to \$109 is considered a member of TREPAC.



~ STEVE JOBS

"If You Are

Working On

Something That

You Really Care

About, You Don't

Have To Be

Pushed. The

Vision Pulls You."

# What is TREPAC?

# **TREPAC is ESSENTIAL!**

Throughout this pandemic, TREPAC helped ensure that real estate was categorized as an essential service so that you could continue to work – not just for you, but for your clients.

The mission of Texas REALTORS<sup>®</sup> Political Action Committee (TREPAC) is to raise and disburse funds to promote home ownership, protect real property rights, and increase political awareness.

If real estate is your profession, politics is your business. And no one protects the real estate industry and your bottom line like TREPAC-Texas REALTORS® Political Action Committee. TREPAC backs local, state, and national candidates and elected officials who have a proven track record of protecting private-property rights, preserving the dream of homeownership, and supporting the vitality of the real estate industry.

# Tonya's MLS Tips and Tricks

MLS Rules and Regulations - Public Marketing, Coming Soon and Clear Cooperation

hat is "public marketing?" When it comes to the NAR Clear Cooperation agreement that went into effect on May 1, 2020, a lot rides on the agent's understanding of what constitutes "public marketing." If you are not familiar with the Clear Cooperation Policy (CCP) click <u>HERE</u> for more information.

Public Marketing is anything stating a property is or will be For Sale outside of the Listing Agent's office. Some obvious "public marketing" is a sign in the yard (either Coming Soon or For Sale), posting on social media by the agent – even to a "private" or "closed" group.

It also applies to verbal marketing. This includes allowing an agent who is not in your office advertise that a listing is For Sale or Coming Soon. The policy also applies to your client, photographer, or other vendor posting to their social media that a listing is For Sale or Coming Soon.

Sometimes buyer's agents will use the Buyer Need post type in the Newsfeed to ask for "any listings not in the MLS" that meet certain criteria, or they will say they have "seen everything in the MLS." All of that is fine. But if you REPLY that you have a property that meets their criteria that is not in the MLS, that counts as public marketing and starts the one business day count down for it to be entered in the MLS.

The purpose of the Clear Cooperation policy is two-fold. First, to help the owner get the best possible price for their property by, and second, allowing as many people as possible to know about it. With that in mind, Coming Soon listings CAN be shown, but showings don't have to be allowed in ShowingTime.

If your Coming Soon listing is shown for one, it must be allowed to be shown by all. This means occasionally a Coming Soon



listing goes Under Contract without going Active. While a listing cannot be marked Under Contract straight from Coming Soon, there is not a minimum amount of time a listing must be Active before being marked Under Contract.

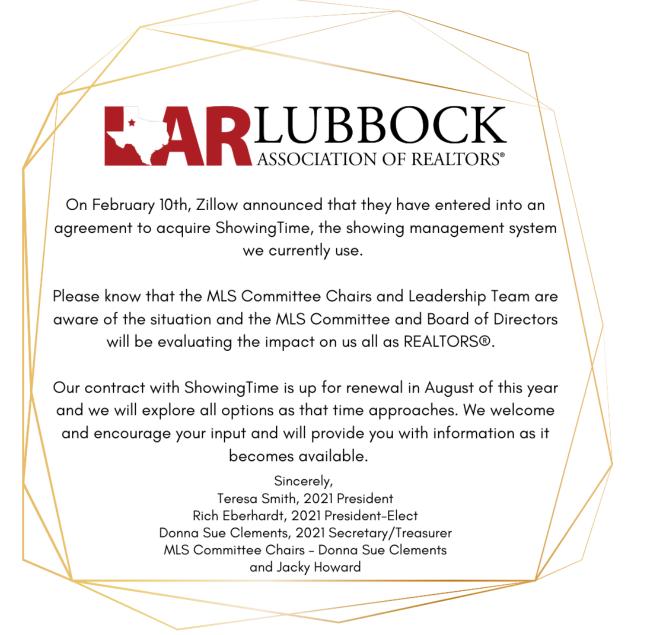
Coming Soon status does not syndicate out to places like Zillow, realtor.com, or your websites. The Coming Soon status do not does not add to Days On Market (DOM) if entered correctly.

Some listings are started on (for example) a Monday, then saved as an Incomplete.

On Thursday evening more information is added with the intent of submitting it as a Coming Soon listing on Friday, and an Active listing on the following Monday.

When the listing was started on Monday, a Listing Date and an On Market Date were entered. When more information was entered on Thursday, the \_\_\_\_ Date changed, but the \_\_\_\_ Date did not. It is important to make sure the On Market Date is the date you want it to go Active, and the Listing Date is the date you began entering it.







Starting on Monday, January 25, the new office will be officially open at: 6510 70th Street Lubbock, TX 79424 Enter through the North doors



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



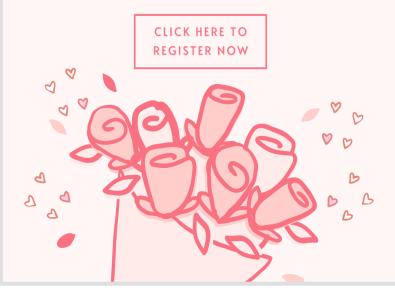


February Virtual Membership Meeting

JOIN US FOR THE

THURSDAY, FEBRUARY 18 | NOON

The Lubbock Land Company will present its 31st annual single-family market survey



## February 9-15 2021 Membership News

### REALTOR® Membership Applications\*

J'Lynn Mounce, Amy Tapp Realty Deonna Hutton, Century 21 John Walton, REALTORS<sup>®</sup> Michael Samuels, RE/MAX Lubbock Billy McClery, Keller Williams Realty Jon Sasse, eXp Realty LLC AmandaMartin, Amy Tapp Realty

\*Subject to successfully completing Association Orientation

### **Transfers**

Aubrey Hines, Exit Realty of Lubbock, to Keller Williams Realty Rhonda Hines, Exit Realty of Lubbock, to Keller Williams Realty Arlen Whitlow, Berkshire Hathaway Home Services Premier Properties, to Texas Home and Land Connection Sharalee Eckert, The Grant Agency, to Century 21 John Walton, REALTORS Aaron McFadden, Berkshire Hathaway Home Services Premier Properties, to Texas Home and Land Connection Christina Walker, Keller Williams Realty, to eXp Realty, LLC

## Cancellations

Lily Ayala Gonzales, Keller Williams Realty

### **Miscellaneous Changes**

Kendra Davis, Keller Williams Realty, name change to Kendra McCrary



# REALTORS® Legislative Meetings and Expo Goes Virtual for 2021

he National Association of Realtors<sup>®</sup> announced today that its REALTORS<sup>®</sup> Legislative Meetings & Trade Expo will be held virtually for the second straight year from May 3-14, 2021. Registration for the event will open on February 24. While approximately 9,000 Realtors<sup>®</sup> typically descend on Washington, D.C. for the conference every May, over 28,000 NAR members and real estate professionals participated in the first-ever virtual REALTORS<sup>®</sup> Legislative Meetings in 2020.

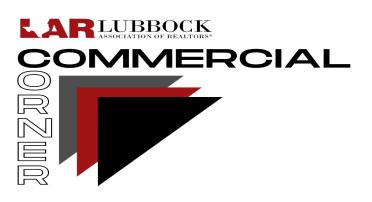
"After careful consideration, the REALTORS" Legislative Meetings & Trade Expo will be held virtually again this year," NAR President Charlie Oppler, a Realtor" from Franklin Lakes, N.J., and the CEO of Prominent Properties Sotheby's International Realty, said in a video to NAR members on Friday afternoon. "Although this was



a difficult decision – and one that we did not take lightly or without soliciting feedback from numerous members – our choice, in the end, was clear."

In forming its final decision, NAR leadership concluded that lingering COVID-19 restrictions in Washington, D.C., would have made executing the in-person event safely nearly impossible. As cases continue to increase in the region and across much of the country, District Mayor Muriel Bowser recently reinstituted prohibitions on indoor gatherings of more than 10 people, while D.C. restaurants are still restricted from serving customers indoors.

Perhaps most importantly, with the U.S. Capitol closed to visitors indefinitely because of COVID-19 concerns, NAR members would be unable to meet in person with their elected officials after travelling into Washington from all corners of the country.





# What's Next for the Office Market

Insights from experts on how shifting tenant preferences will impact the sector this year and beyond.



s the first months of the corona virus pandemic dragged on, real estate felt the impact from shutdowns and stay-at-home orders almost immediately.

For the office sector, that meant a steep drop in leasing volume and occupancy, as well as a tipping point for the supply and demand scale.

Encouraging progress with corona virus vaccines sent stocks surging in early November and offered a light at the end of the tunnel for what a potential recovery could look like. But with cases at an all-time high during the recent resurgence, the winter season here and much uncertainty still on the table, what will office leasing look like this year and beyond?

To find out, we spoke with brokers and other commercial real estate experts, who weighed in on where we are compared to last year, and what they expect from 2021.

# **Market Upheaval**

Since the onset of the COVID-19 pandemic, office leasing activity has fallen significantly across the U.S. According to CBRE, during the second quarter alone, nationwide office leasing fell by 21.5 million square feet.

In New York City—one of the nation's largest office markets, with more than 500 million square feet of space— leasing volume in the central business district dropped to historic lows. During the first nine months of 2020, office space hit roughly 15 million square feet. By comparison, 43 million square feet was leased during 2019, according to data from Colliers International.

"We are on pace for the full year 2020 to have more than a 50 percent drop-off year-over-year and be the slowest year of leasing volume in Manhattan so far this century," Frank Wallach, senior managing director of research at Colliers, said late last year. "That scale of drop-off is not something we're accustomed to, even in markets of economic fluctuation."

Not only is leasing volume down, but the length of deals has shortened, renewals have taken a much larger share of overall activity, and the sublease market has jumped to new highs, with JLL estimating a potential 150 million square feet of availability by the end of 2020, according to a third-quarter analysis.

# **New Tenant Demands**

As market fundamentals shifted dramatically, many tenants while also more concerned with health and safety than ever before—looked to capitalize on favorable conditions.

"Tenants are more aggressive than they've ever been," said Ian Anderson, a senior director of research at CBRE.

Owners have become increasingly flexible and accommodating, making favorable, cost-effective improvements to their buildings—such as installing better air-handling systems or integrating UV lights designed to kill viruses—to attract tenants.

"For the first six months of the crisis until September, owners

were holding onto a lot of hope it would pass," said Anderson. "They were being pretty stubborn, and you didn't see much flexibility in terms of rents, they still felt they had a lot of leverage with tenants. But that's really started to falter over the last couple months."

Matt Leon, executive managing director of commercial leasing at Newmark, said he hasn't seen many landlord concessions in Manhattan. What he has seen tenants look at is the opportunity to upgrade buildings, to the extent that it will help bring their employees back to the office.

"A lot of buildings have been amenitized now," he said. "I think there's a whole overall look to reinvent yourself in a better building or re imagine your space in a better environment."

Leon mentioned conversations with "quite a few" tenants to restructure their current leases or extend them, something he said could be a "win-win" if done right. "Landlords can retain tenants and tenants get accelerated concessions," he added.

In the Northern New Jersey office market, NAI Hanson broker Judy Troiano has seen landlords consider shorter lease terms, particularly two- and three-year leases. "I think the real challenge for (landlords) now isn't free rent or discounts, it's the short-term lease conjunctions with construction costs at an all-time high. It leaves them struggling to make the deal pencil out."

# **Brokers Adjust**

Leasing professionals had to adapt quickly during the unpredictable and unprecedented year that was 2020. Much of the conversation tended to focus on tenants in the market and owner flexibility and concessions, but tenants need to be willing to pivot as well, said Troiano. Moving forward, flexibility will be essential to how both landlords and tenants approach office leasing.

"At the end of the day, it's not rocket science," said Troiano. "It's a matter of bringing two people to the table and satisfying the majority of both their needs. The needs just simply have changed for tenants."

For Leon, being an office leasing broker during the pandemic has turned out to be a rewarding experience.

"Now a broker is more of a consultant for clients," he said. "Everyone will try to speak with you and come up with a plan. We're busy, it's just a different busy than in previous cycles. You have to be a little more detailed, there's little more hand holding."

# **Looking Ahead**

Many in the industry are optimistic about the economy rebounding and taking off in the second half of 2021, following the expected widespread distribution of coronavirus vaccines and potentially more stimulus legislation. However, if that turns out to be true, some expect to see a pullback from companies deciding to keep their spaces for potential expansion, retention or any number of reasons, said CBRE's Anderson.

With uncertainty still the name of the game, one thing that insiders agreed on for certain is that some variation of work from home will still be in demand.

READ ALSO: Four Tips for Lowering Occupancy Costs in the Office Sector

"In the near term, less space will be leased and that will make it hard for landlords to push rents and hold strong negotiating positions," said Anderson.

What could buffer some of that pain is the potential for economic recovery next year, he added. And if the competition for space heats up, tenants looking to expand will reduce the negative effects of the workfrom-home trend.

"It's complicated, it's unfolding, but we know sentiment has changed," Anderson concluded.

Read the original article HERE



## **Classes and Events**

## TACS2: Introduction to Commercial Real Estate (Days 3 & 4)

Thursday, February 18 & Friday, February 19 8:30 a.m. to 5 p.m. Click <u>HERE</u> to register

## February Virtual Membership Meeting

Thursday, February 18 Noon to 1 p.m. Click <u>HERE</u> to register

# Get the Listing, Make the Sale

Tuesday, February 23 10 a.m. to 1 p.m. Click <u>HERE</u> to register

# Understanding the Nature of Farm and Ranch Contract

Wednesday, March 3 9 a.m. to 1 p.m. Click <u>HERE</u> to register

## What's Fair in Fair Housing?

Tuesday, March 9 10 a.m. to Noon Click <u>HERE</u> to register

## **Commercial Sales Contract**

Tuesday, March 9 1 p.m. to 4 p.m. Click <u>HERE</u> to register

## Accredited Buyer Representative Designation

March 10 & March 11 8:30 a.m. to 5 p.m. Click <u>HERE</u> to register

## TACS3: Real Estate Marketing and Negotiation (Days 1 & 2)

Thursday, March 11 & Friday, March 12 8:30 a.m. to 5 p.m. Click <u>HERE</u> to register

## The Aspiring Home Buyer

Tuesday, March 16 9 a.m. to 1 p.m. Click <u>HERE</u> to register

## TACS3: Real Estate Marketing and Negotiation (Days 3 & 4)

Thursday, March 18 & Friday, March 19 8:30 a.m. to 5 p.m. Click <u>HERE</u> to register

## How Not to Accidentally Practice Law in Commercial Real Estate

Monday, March 22 10 a.m. to Noon Click <u>HERE</u> to register

## March Virtual Membership Meeting

Thursday, March 25 Noon to 1 p.m. Click <u>HERE</u> to register



## Get the Listing, Make the Sale

Tuesday, February 23 10 a.m. to 1 p.m. Click **HERE** to register

The most successful real estate presentations are researched, structured, and focused on the other party, the Client. As an agent creates and delivers a better presentation the client gains confidence, makes better decisions and builds a relationship that benefits all parties. This workshop teaches agents both the generic structure of the best client centered presentations and the application of that structure to the presentations specific to residential real estate transactions.

The course will train the license holder to develop preparation and communication skills for making listing presentations that create a climate of trust and build better client relationships. Provide client centered presentation techniques and how to apply them to specific real estate transactions. License holder will gain knowledge of property pricing, price adjustments and how to implement strategies that will close more sales.

# Texas REALTORS® 2021 Texas Relocation Report Released

he 2021 Texas Relocation Report was recently released by Texas REALTORS<sup>®</sup>.

Some of the highlights from the report include:

- According to the Census estimates, Texas welcomed 537,000 - 582,000 new residents in 2019.
- The Census also estimated 435,000 - 471,000 Texans moved to other states, yielding a net gain of approximately 100,000 people. The Lone Star State also welcomed approximately

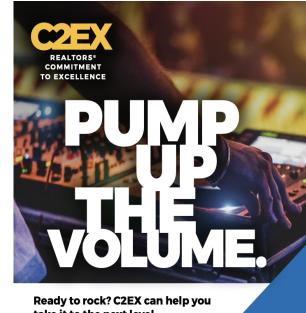
192,000 - 222,000 new residents from outside the United States in 2019.

- The highest number of new Texans from other U.S. states relocated from California and Florida, respectively.
- The most popular out-of-state relocation destinations for people moving out of Texas included California, Colorado, Oklahoma, Florida and Georgia. While California was the top state new Texans moved from and existing Texans moved to, about double the number of Californians moved to Texas

compared to the migration of Texans to California.

- Though we don't have 2020 relocation statistics yet, increased remote-work opportunities and company relocations continued to fuel moves from other states to Texas during the pandemic.
- No matter what part of the state new residents are moving to, no one is better positioned to help them realize their real estate dreams than a Texas REALTOR<sup>®</sup>.





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## TO VOLUNTEER FOR A 2021 LAR COMMITTEE

# Lubbock Association of REALTORS® Staff

Cade Fowler Association Executive cadefowler@lubbockrealtors.com

Holly McBroom Administrative Assistant members@lubbockrealtors.com

Tonya Marley MLS Administrator mls@lubbockrealtors.com

Brenda Fisher Communications Director

Tino Vela Key Services Administrator keys@lubbockrealtors.com

Celeste Haley Key Services Administrator keys@lubbockrealtors.com



Lubbock Association of REALTORS® 6510 70th Street Lubbock, TX 79424 P: 806-795-9533 F: 806-791-6429 www.lubbockrealtors.com THE KEY TO ENDING DISCRIMINATION IN REAL ESTATE ISN'T THIS AD.



If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

#### If you experience or witness discrimination in real estate, we urge you to report it.

Visit hud.gov/fairhousing to file a complaint with the Department of Housing and Urban Development.



REALTORS® are members of the National Association of REALTORS®

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\* (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 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.