



Office space for lease in LAR's new office.

Did you know the new LAR Office has lease-able offices and cubicles for LAR Members? It's true!

Several LAR Members have already taken advantage of this unique space but there is still plenty of space available to lease. The private offices come furnished and all feature wifi and hardwired internet access. The offices also have large windows window coverings.

Dedicated cubicle space is also available to lease. The cubicles come with office chairs and feature locking drawers.

"Very few associations of our size have the vision, planning, and financial stability to have a building that offers rentable space to their membership," said LAR Association Executive Cade Fowler. "It's a testament to all the past leaders of this association that laid this foundation."

LAR tenants will have access to the print/copy room with a printer/copier/scanner, a conference room, a tenant kitchen with a fridge and microwave, and a private tenant access door.

Andrea Sturdivant with Lubbock Land and Lots was the first tenant to lease space in the new building. She has been very happy with her experience so far.

"The new LAR building offers a beautiful, modern, professional environment to office from," she said. "The location is excellent, and convenient for clients!"

For more information about leasing rates and the offices that are currently available, click [HERE](#). You can also contact Cade Fowler at 806-795-9533 or by [email](#) with additional questions or to reserve your space.

What's Inside

Page 4

MLS Tips and Tricks

February wrap up of Rapattoni issues and how they were resolved

Page 7

2021 TR Leadership Program

Learn more about the 2021 TRLP and how to apply.

Page 7

LAR Membership Stats

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

Pages 8-9

Commercial Corner

Visit the Commercial Corner for valuable commercial information

Page 9

2020 William C. Jennings Win

Congrats to LAR's Alison Blalock for winning this prestigious award!

What is TREPAC?

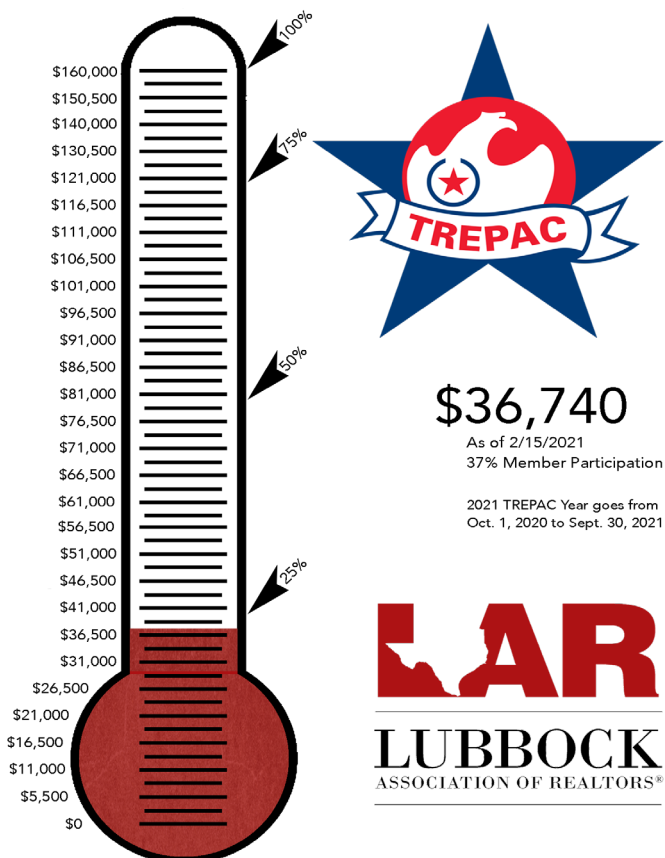
TREPAC is ESSENTIAL!

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® 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.

2021 TREPAC Fundraising Goal





2021 TREPAC



Major Investors

Platinum R

Jef Conn*

Golden R

Cade Fowler*
Tony Lloyd*
Lisa Pearce**

Crystal R

Donna Sue Clements**
Vanessa Dirks**
Teresa Smith**

Sterling R

Tom Couture	Cindi Lea
Christine Covington	Vickie Noyola AL-Souki
Rusty DeLoach	Winn Sikes
Rich Eberhardt	Pam Titzell
Tim Garrett	Dan Williams*
Ken Harlan	Andrea Sturdivant
Amie Henry	

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



Click here to

INVEST IN TREPAC

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®. This is a lifetime award achievement.

RPAC Major Investor Program

RPAC's Major Investor program consists of an elite and passionate group of REALTOR® 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® 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® investing \$1,000 in one year will be recognized as a Sterling R major investor.

Capitol Club

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

Lone Star Statesman

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

110 Club Member

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

Participation Club Member

Any Texas REALTOR® investing \$35 to \$109 is considered a member of TREPAC.

KEEP UP TO DATE WITH
TECHNOLOGY TOOLS, TRENDS, & RISK MANAGEMENT

Save 30% today when you sign up
for this course from The CE Shop.

Understanding how technology can help your career as an agent is critical for your success. When you take this **Technology Tools, Trends, and Risk Management** course from The CE Shop, you'll learn about how to effectively use technology as a real estate professional to help service your clients and your business for the better. You don't have to be a tech whiz to take advantage of this information.

Learn More About
Technology Tools, Trends, and Risk Management and

SAVE 30%
when you enroll with The CE Shop

LubbockRealtors.TheCEShop.com

promo code
TECH30




Tonya's MLS Tips and Tricks

See what Rapattoni issues other members are having and what was done to fix it

At the end of the month, we will provide a list of known issues and corrected issues. Known issues are issues Tonya has reported to Rapattoni. Corrected issues include those Tonya has reported that are now fixed, and also other issues Rapattoni has corrected.

Known Issues:

- In September 2020, there were extensive issues regarding above ground square footage, basement square footage, Total Combined square footage, and Price/Square footage in Residential listings. The issues have been resolved for Active, Contingent, and Under Contract listings, however we are now trying to go in and correct the Sold listings.
- The Land listings acreage and the square footage field is having problems because the default field is not the square footage for land listings. Rapattoni is working on fixing this problem.
- Commercial Sale and Commercial Lease listings are having square footage issues as a direct result of the corrections taken last fall to correct Residential square footage issues. In some Commercial listings, the Above Ground square footage value is missing but was being pulled into the Total Combined Square footage field.
- In Commercial listings, the Square footage Source field was missing. In other Commercial listings, the Above Ground square footage value was there, but not appearing in the Total Combined Square footage field. This is also causing the Price/Square footage to be wrong since it is calculated from the Total Combined Square footage field.
- When using the Speed Search and entering an address, if it is in MLS

more than once, it is not displaying the most recent on top as it previously did.

- Export options are only exporting as jpg files instead of as csv files.
- The Remove Unchecked feature is not working.
- The Concessions field is not required, but it should be.
- In Interactive Maps, Layers, the Regional Boundaries, Neighborhoods, and Subdivisions layers are either missing or incomplete.

Corrected Issues:

- CMA Package: The confirmation pop-up was not closing after clicking the Save As Default button. It is now working as intended.

- Displays & Reports: In some instances, certain displays were not sorting properly when using the Speed Search feature. This is now working as intended.
- The Standard CMA Landscape report was not adjusted to properly fit on the page. It is now working as intended.
- The search results page instead of back to the Listing Detail page. This has also been corrected.
- If you experience any issues, please contact Tonya at 806-795-9533 or by [email](#). There may be a work around, or a quick fix.



MLS Forum
LAR LUBBOCK

March's virtual forum will be held on Thursday, March 4

We will have a demonstration from a showing service that could be an alternative to ShowingTime.

CLICK HERE TO REGISTER



On February 10th, Zillow announced that they have entered into an agreement to acquire ShowingTime, the showing management system we currently use.

Please know that the MLS Committee Chairs and Leadership Team are aware of the situation and the MLS Committee and Board of Directors will be evaluating the impact on us all as REALTORS®.

Our contract with ShowingTime is up for renewal in August of this year and we will explore all options as that time approaches. We welcome and encourage your input and will provide you with information as it becomes available.

Sincerely,
Teresa Smith, 2021 President
Rich Eberhardt, 2021 President-Elect
Donna Sue Clements, 2021 Secretary/Treasurer
MLS Committee Chairs - Donna Sue Clements
and Jacky Howard

A vibrant, cartoon-style illustration of a town street. On the left, there are several colorful buildings: a blue one with a clock tower, a yellow one with a 'RESTAURANT' sign, and a green one with a 'Cafe' sign. In the center, there's a yellow building with a 'HOTEL' sign on its roof. To the right of the hotel, there's a sign that says 'YES VACANCY'. The sky is blue with white clouds. The overall style is playful and inviting.

LAR LUBBOCK
ASSOCIATION OF REALTORS®

HAS A NEW ADDRESS!

**6510 70th Street
Lubbock, TX
79424**

Enter through the North doors

\$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**



February 16-22 2021 Membership News

REALTOR® Membership Applications*

Amy Etchison, Amy Tapp Realty
Keenon Ward, Starz Realty, LLC
Laura Vuillemot, (non-MLS) Minnix
Property Management

*Subject to successfully completing Association Orientation

Transfers

Josiah Kopacz, Westar Residential Realty, to
Keller Williams Realty
Allison Hoffman, Berkshire Hathaway
Homes Services Premier Properties, to
West Sage, REALTORS

Cancellations

Rocky Lucas, Farrar & Assoc. Real Estate

Miscellaneous Changes

David Baldner, Keller Williams Realty,
change from non-MLS member to MLS
member

Designated REALTORS®

Stacie Russell, Starz Realty, LLC



2021 Texas REALTORS® Leadership Program Applications now being accepted

Applications for the 2021 Texas REALTORS® Leadership Program are now being accepted. The application deadline is March 19, 2021.

Once again, LAR is partnering with the Amarillo Association of REALTORS® to offer this exciting program to REALTOR® members who want to learn more about leadership skills and what it means to be a leader in the real estate industry.

Only 10 REALTOR® members from LAR will be chosen for this year's TRLP and they must commit to attending the following sessions:

- April 26 - 27 — Retreat in Amarillo



TEXAS REALTORS® LEADERSHIP PROGRAM

- May 19 — Personal Sustainability in Amarillo
- June 4 — Spokesperson Training in Amarillo
- July 9 — Your Role as a Leader in Lubbock
- August 13 — The Business of Associations in Lubbock
- September 3 — Inclusive Decision Making in Lubbock
- October (tbd) — Graduation

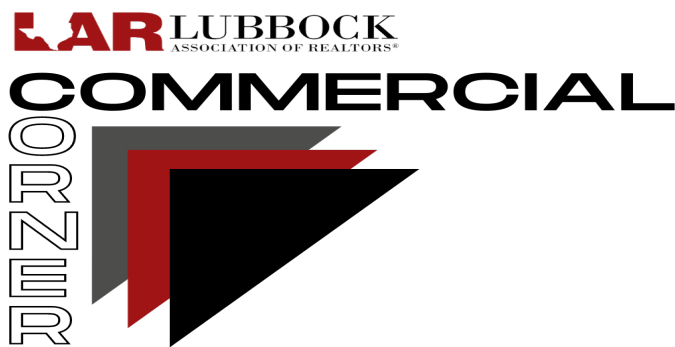
(location to be determined)

- October 13 — Law, Legislature, and Texas REALTORS® in Austin (this could be a virtual meeting)

REALTOR® members who are chosen will be notified no later than March 26, 2021. Tuition for the 2021 TRLP is \$250 for LAR Members and \$400 for non-members and is due by April 9, 2021.

Applications can be downloaded [HERE](#) and completed applications should be submitted to Cade Fowler at cadefowler@lubbockrealtors.com.

Applications must be submitted no later than March 19, 2021.



Instant Reaction: Retail Trade Sales February 18, 2021

January 2021 seasonally adjusted advanced estimates of United States retail and food services sales saw a strong increase from December sales figures, with aid from the government stimulus package, vaccine rollout, and better COVID numbers as momentum from a historic holiday season carried over. January sales represent a sharp pivot from the decreasing sales trend seen over the past few months.

Retail and food service sales are estimated at \$568.2 billion, which is a 5.3% increase from prior month figures as typical consumer spending trends at this time of year were absent. This increase in spending was also supplemented by consumers being more confident with the easing of local and state limitations. Without some barriers in place, year-over-year sales were 7.4% higher than January 2020.

Retail trade sales increased 5.1% from the prior month and were up 10.8% from the same period a year ago. Although retail trade sales declined in December for the 3rd consecutive month at that time, retail trade sales had a unique and record holiday season that saw sales grow 7.0% year-over-year despite economic obstacles as a result of the coronavirus pandemic.

January's sharp increases continue the momentum observed during that historical holiday season and with current COVID trends, vaccines and discussed \$1.9 trillion COVID relief bill progression, current consumer spending trends should continue moving forward.

January's advanced sales saw year-over-year and month-over-month increases across majority of retail. Year-

over-year increases were led by non-store retailers, up 28.7% and sporting goods, hobby, musical instrument, and book stores, up 22.5% year-over-year. Month-over-month increases were led by department stores, up 23.4% which is a robust increase from department store prior sales figures. Electronic and appliance stores followed with a 14.6% month-over-month increase. Non-store retailers also had a month-over-month increase of 10.9%.



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

Amp up your career at [C2EX.realtor](https://www.c2ex.realtor)



 NATIONAL ASSOCIATION OF REALTORS®

NAR holding Real Estate Forecast Summit: Commercial Update

On March 10, 2021, NAR will hold its virtual Real Estate Forecast Summit: Commercial Update event, which will provide an outlook on the changing commercial real estate market.

A recording of the event will be made available to REALTORS® as a value-added resource to be used in discussing and strategizing about the market with clients. Registered attendees will receive an email with a link to the recording as soon as it is available. The recording will also be posted on [nar.realtor](https://www.nar.realtor) and on NAR's Research social media account pages.

Presentation slides from the forecast summit will also be available after the event.

Commercial Discussion Topics:

- 2021 and beyond commercial real estate market expectations
- Challenges and risks facing the commercial market
- Opportunities for growth for commercial real estate
- Unique changes in the commercial real estate market space

**COMMERCIAL
REAL ESTATE**



REALTOR®



Alison Blalock wins prestigious commercial transaction award

Congratulations to 2020 William C. Jennings Award recipient Alison Blalock with WestMark Commercial/TCN Worldwide on being honored for the outstanding commercial transaction of the year by Texas REALTORS®.

Alison helped a client bring affordable housing to downtown Lubbock by revitalizing a historical building that had previously been vacant and deteriorating.

Metro Tower Lofts, a \$20 million dollar project, will offer 89 affordable residential apartments in downtown Lubbock. This new project will have a beneficial impact on the Lubbock community.

Classes and Events

Get the Listing, Make the Sale

Tuesday, February 23

10 a.m. to 1 p.m.

Click [HERE](#) to register

Understanding the Nature of Farm and Ranch Contract

Wednesday, March 3

9 a.m. to 1 p.m.

Click [HERE](#) to register

What's Fair in Fair Housing?

Tuesday, March 9

10 a.m. to Noon

Click [HERE](#) to register

Commercial Sales Contract

Tuesday, March 9

1 p.m. to 4 p.m.

Click [HERE](#) to register

Accredited Buyer Representative Designation

March 10 & March 11

8:30 a.m. to 5 p.m.

Click [HERE](#) 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 [HERE](#) to register

The Aspiring Home Buyer

Tuesday, March 16

9 a.m. to 1 p.m.

Click [HERE](#) 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 [HERE](#) to register

How Not to Accidentally Practice Law in Commercial Real Estate

Monday, March 22

10 a.m. to Noon

Click [HERE](#) to register

March Virtual Membership Meeting

Thursday, March 25

Noon to 1 p.m.

Click [HERE](#) to register

The One to Four Contract

Monday, April 5

10 a.m. to Noon

Click [HERE](#) to register

Negotiate Like a Pro

Monday, April 5

1 p.m. to 3 p.m.


Click [HERE](#) to register

New Member Orientation

Wednesday, April 7

8:30 a.m. to 1 p.m.

Click [HERE](#) to register


CE CLASS
OF THE
WEEK

What's Fair in Fair Housing?

Tuesday, March 9
9 a.m. to 1 p.m.
Click [HERE](#) to register

Understanding the Fair housing laws is essential in today's real estate market as our country becomes more and more of a melting pot.

This course will assist in understanding how to effectively implement a diversity and inclusion plan into your work ethics and practice. We will demonstrate creative ways Fair Housing is being implemented.

Recommend training strategies and road maps to ensure agents are aware of overt or subtle ways that can violate Fair housing law. Whether engaged in listing, sales, leasing, or property management, the course explores areas of law (including case law) applicable to the day-to-day encounters of a real estate agent.

TREC Legal Update 1 - Commercial Focus

Wednesday, April 7

8:30 a.m. to 1 p.m.

Click [HERE](#) to register

TREC Legal Update 2 - Commercial Focus

Wednesday, April 7

1 p.m. to 5 p.m.

Click [HERE](#) to register



Listing Agents:

Don't enter
YOURSELF as the
SELLING AGENT
unless you acted as
the intermediary in
the transaction



WE NEED YOU!

TO VOLUNTEER FOR A
2021 LAR COMMITTEE

Lubbock Association of REALTORS® Staff

Cade Fowler

Association Executive

cadebower@lubbockrealtors.com

Holly McBroom

Administrative Assistant

members@lubbockrealtors.com

Tonya Marley

MLS Administrator

mls@lubbockrealtors.com

Brenda Fisher

Communications Director

media@lubbockrealtors.com

Tino Vela

Key Services Administrator

keys@lubbockrealtors.com

Celeste Haley

Key Services Administrator

keys@lubbockrealtors.com

THE KEY TO ENDING DISCRIMINATION IN REAL ESTATE ISN'T THIS AD.



REALTORS® are members of the National Association of REALTORS®

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.



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

TREPAC DISCLAIMER: Contributions are not deductible for federal income tax purposes. Contributions to the Texas Association of REALTORS® Political Action Committee (TREPAC) and the Texas Association of REALTORS® Federal Political Action Committee (TAR FedPAC)—which makes contributions to the REALTORS® Political Action Committee (RPAC)—are voluntary and may be used for political purposes. The amount indicated is merely a guideline, and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS®, the Texas Association of REALTORS® (TAR), and its local associations will not favor or disadvantage anyone because of the amount contributed. Until the RPAC annual goal is met, 70% of an individual's contribution goes to TREPAC and may be used to support state and local candidates; the remaining 30% is sent to TAR FedPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116. (Exception: 100% of an individual's contribution goes to TREPAC if the individual is an employee of an affiliate member of TAR.) After the RPAC annual goal is met, 100% of an individual's contribution goes to TREPAC and may be used to support state and local candidates. You may contact the TAR political committee administrator at 800-873-9155 to obtain information about your contributions.