

## TIME IS RUNNING OUT

To pay your  
national and state  
2021 dues!



## 2021 Dues Billing Deadline

Your state and national dues must be paid by January 31 to avoid late fees and possible inactivation of your membership. And don't forget to do your TREPAC Investment and donate to the John Walton Education Foundation.

**2** 021 dues billing notices for state and national dues have been mailed and emailed out to each REALTOR® Member. **The due date for dues was December 31, 2020.**

If you've already paid your dues, thank you for doing so in a timely manner.

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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# THAT'S WHO WE



# What is TREPAC?

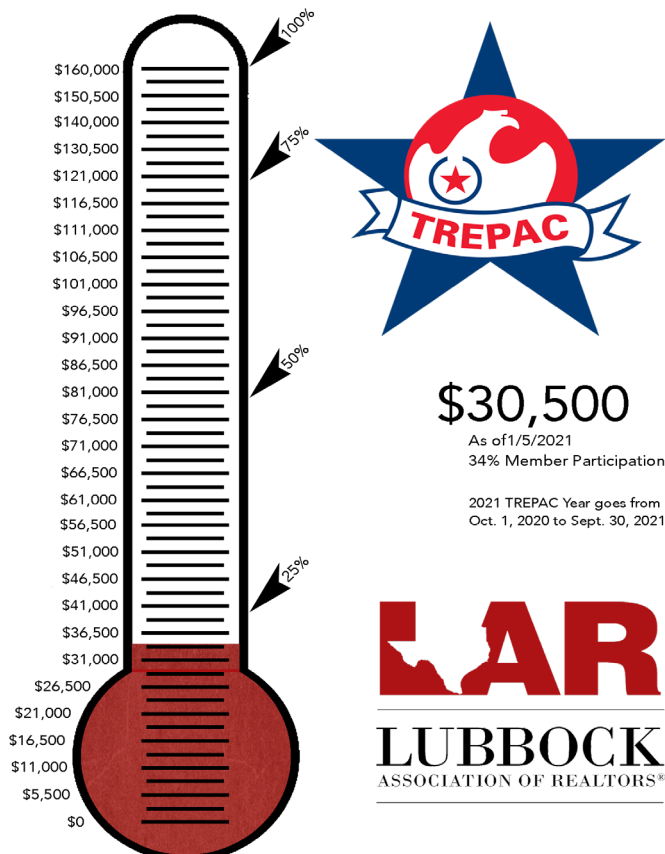
TREPAC is ESSENTIAL!

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

Rusty DeLoach	Vickie Noyola Al-Souki
Rich Eberhardt	Winn Sikes
Tim Garrett	Pam Titzell
Ken Harlan	Dan Williams*
Amie Henry	Andrea Sturdivant

\* 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

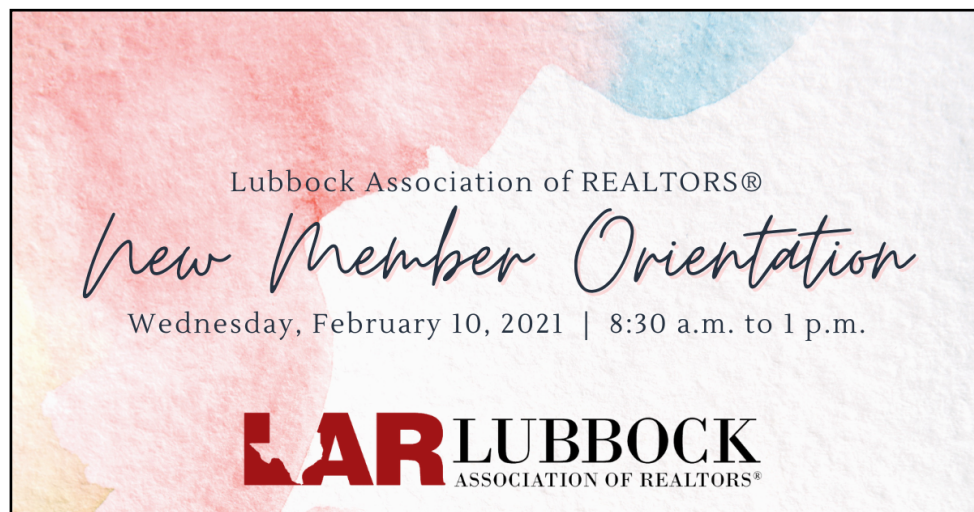
A Texas REALTOR® investing \$250 to \$499 in one year becomes a Lone Star Statesman.

## 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.



**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.



**OWN YOUR PRESENT.  
EMPOWER YOUR FUTURE.**

You can lead the way. Commitment to Excellence empowers you to enhance and showcase your high level of professionalism. It gives you an advantage in an increasingly competitive market and shows consumers you're committed to conducting business at the highest standard. Be committed to excellence.

**Get started with this award winning program today at [C2EX.realtor](https://C2EX.realtor).**

**COMMITMENT TO EXCELLENCE**

**C2EX.realtor**



# Tonya's MLS Tips and Tricks

## Important Rapattoni Scheduled Auto-Prospecting Updates

**R**apattoni is pleased to announce that Auto-Prospecting improvements along with other enhancements are coming soon to your MLS, including improved field matching for Auto-Prospecting, enhanced Cart Maintenance with audit trail, and re-designed rejected tabs for agents and clients.

### ***Improved Field Matching***

Listings that may not have initially qualified for Auto-Prospecting due to incomplete or incorrect listing input data will now be included in Auto-Prospecting once they meet the criteria.

For example, if a listing had been accidentally entered with no pool and was skipped by Auto-Prospecting searches looking for a pool, once the listing has been corrected to show it has a pool, Auto-Prospecting will now recognize it and include that listing in the Prospect Cart automatically.

**\*\*Please note that this change may result**

in increased Auto-Prospecting matches for you and your clients.\*\*

### ***Enhanced Cart Maintenance with Audit Trail***

Previously, Cart Maintenance would remove listings with statuses that are set to be filtered out of the Prospect Cart.

For example, when an Active listing changed to Sold and no longer qualified, it was deleted from the cart. With the improved Cart Maintenance, listings will no longer be deleted. These listings will now be hidden from clients but available for agents to review under a new hidden listings section.

### ***New Agent & Client Rejected Tabs***

To further improve the audit trail of your client's activity, the Prospect Cart's Rejected tab will be split into separate Agent Rejected and Client Rejected tabs. These new tabs will have greatly increased

limits for the number of the listings that can be rejected and make it easy to identify and review listings that the agent has rejected versus listings rejected by their clients.

### ***Who Will This Affect?***

These updates apply to all MLS users that utilize Auto-Prospecting in the Rapattoni MLS. Due to the nature of these Auto-Prospecting enhancements, agents and clients may experience an increase in the number of listings that are matched by Auto-Prospecting searches.

### ***When Will it Happen?***

This enhancement went into effect on January 12, 2021

Please note that more detailed information about all the enhancements coming to the MLS will be included in our standard "What's New" notice that will be posted after the enhancements are live.



**February's virtual forum will be held on Thursday, February 4**

Learn more about the HomeSnap/CoStar buyout and how that will impact the Brokers Public Portal

CLICK HERE TO JOIN THE MEETING





# Classes and Events

## TACS1: Introduction to Commercial Real Estate (Days 1 & 2)

Thursday, January 14 & Friday, January 15  
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

## TACS1: Introduction to Commercial Real Estate (Days 3 & 4)

Thursday, January 21 & Friday, January 22  
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

## TAA Lease Forms

This is a Texas Apartment Association class

Thursday, January 21  
9 a.m. to 4 p.m.

Click [HERE](#) to register

## List More

Monday, January 25  
9 a.m. to 1 p.m.

Click [HERE](#) to register

## Hemp Laws for Commercial Real Estate and Land

Wednesday, January 27  
10 a.m. to 1 p.m.

Click [HERE](#) to register

## GRI: Contracts to Closing

Tuesday, February 2 thru Friday, February 5  
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

## New Member Orientation

Wednesday, February 10  
8:30 a.m. to 1 p.m.

Click [HERE](#) to register



## Hemp Laws for Commercial Real Estate and Land

Wednesday, January 27  
10 a.m. to 1 p.m.

Click [HERE](#) to register

This course by Michica Guillory covers how legislation has opened the door to the Hemp industry in Texas. Through this class, real estate professionals will learn Texas Hemp Laws for Commercial Real Estate and Land Sales.

Other topics include how to serve Hemp industry clients and help them secure business properties in accordance with relevant federal and state laws.

Course will cover:

- Hemp basics
- How to best use contracts and forms
- Hemp myths versus reality
- Current constraints and resources available to you

**WE DON'T JUST FUND SCHOLARSHIPS  
WE MAKE DREAMS HAPPEN FOR  
LUBBOCK YOUTH**

Since 1981, the John Walton Educational Foundation has helped Lubbock area youth realize their dream of higher education. Each year, the Foundation gives out college scholarships to local high school seniors who plan to attend college at Texas Tech University, Lubbock Christian University, Wayland Baptist University, and South Plains College





## Homesnap is coming to LAR

**T**he Lubbock Association of REALTORS® has partnered with Homesnap to bring the highest-rated real estate app to our members - for free.

With easy-to-use mobile technology fueled by unmatched, real-time data intelligence, Homesnap is changing the way real estate agents connect with consumers and serve their clients. The industry-endorsed Homesnap platform leverages real-time data from 250 MLSs to empower millions of consumers each month with a superior

home search experience, while providing over 75% of U.S. agents with access to powerful mobile tools that automate their work and accelerate their success.

Homesnap Pro is the professional version of the Homesnap consumer platform built specifically for real estate agents. Real estate agents work in real time, and they need products that deliver in real time. Homesnap Pro provides you with real-time mobile access to your most valuable asset: MLS data, enhanced through data intelligence. Millions of consumers use

Homesnap to search for homes every month, and each time they explore your listing, you get the lead instantly from Homesnap, for free.

Homesnap is transforming the industry by bringing real-time to real estate.

Launching January 26th

Click [HERE](#) to register for the upcoming webinar to learn more about this exciting member benefit!



## NAR launches program to help lead REALTORS® to the Road to Greatness

**T**For years, NAR heard from countless broker-owners that agents enter the business with excitement, which soon fizzles out due to the difficulties in managing complex day-to-day business operations.

Understanding this need to prevent new agent churn, Buffini & Company and NAR joined forces to provide a strong path of success for REALTORS®, especially those new to the field.

100 Days to Greatness®, unveiled at the 2020 REALTORS Conference & Expo, is a comprehensive, step-by-step training program designed for those looking to launch (or relaunch) their careers. The course will guide you through proven strategies and tactics to build a productive and profitable business.

Who's it designed for? The program is aimed at newer agents looking for a firm foundation, and those returning to the business after a hiatus. It's also perfect for seasoned agents who are ready to take their business to the next level.

What will you learn?

- Learn how to work by referral
- Build a vibrant database
- Use best practices to create clients

- for life
- Gain the skills to close sales
- Learn how to handle their commissions
- Turn on-line leads into closed deals

What's in it for brokers?

This Program was designed to help brokers maximize retention efforts by ensuring new agents are well-trained from Day 1. Brokers who like to take a more hands-on approach have an option to lead their agents through the Program in a mentor/facilitator capacity.

Click [HERE](#) to learn more about the 100 Days to Greatness program and to register.



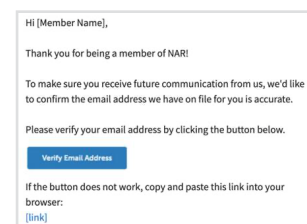
## Changes coming to NAR Member Database

**L**AR is will be switching to a new identification system called M1, which will replace the NRDS system.

To begin this process, before we go live with M1 at the end of January, NAR will be sending the verification to the current 1.4 million active Realtor/Realtor Associates in NRDS. These emails will be sent in batches of 100,000 per day and will begin on January 22, taking approximately two weeks for all of them to be sent.

The purpose of the emails are to make sure the member data used by local associations, state associations and national association is the most up to date and accurate information so we can all continue to deliver the best services and benefits to the members.

Here is what the email will look like:



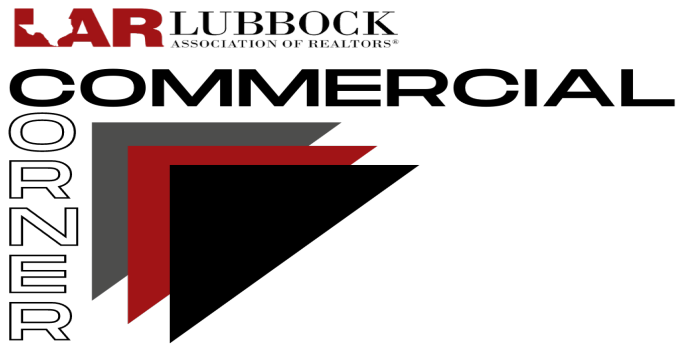
Included in the email will be a button (also as a link) that the member should click and once they do, they will see this screen:



And that's it. Once you click the link, the email will be verified and will be stored in M1.

Please contact LAR if you have questions about this change or need to update your contact information including your email.





## 2021 Texas Housing & Economic Outlook

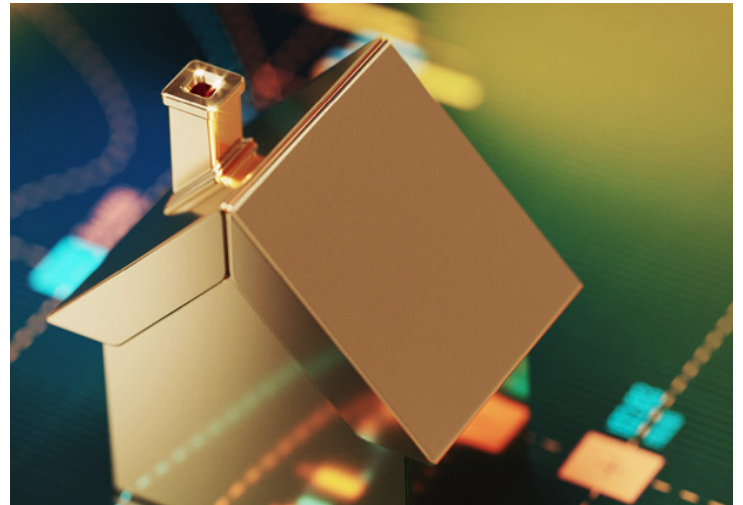
The COVID-19 pandemic is unlike any disaster the economy has experienced before. Neither the Great Depression nor any recession over the past two centuries caused such a steep economic decline in such a short time. Economic activity rebounded during third quarter 2020 after contracting sharply the previous quarter because of shelter-in-place restrictions.

However, the recovery's strength and pace slowed by the end of the third quarter due to the incomplete reopening of the economy, fiscal stimulus dissipating, and uncertainty regarding the pandemic's future. Prospects for the economy's reopening and recovery took an additional hit at the end of 2020 as the number of cases and deaths rose at an alarming rate.

Health outcomes will obviously be key to economic recovery in 2021. The pandemic is expected to be under control by the end of the year, in large part because of the distribution of the Pfizer and Moderna vaccines across the U.S. during the first half of the year. This will allow for a gradual reopening of economy, especially in the service sector.

The \$900 billion COVID-19 Relief Bill approved during the final days of 2020 included direct stimulus checks, payment protection programs to small businesses, and rental assistance.

These measures are intended to provide an income bridge for businesses and consumers and help them until the economy can fully reopen...



[Read More...](#)



# December 2020 Membership News

## REALTOR® Membership Applications\*

Morgan Gates, Keller Williams Realty  
Chase Head, West Sage, REALTORS  
Teri Heinemann, 5 Point Star Realty, LLC  
David Kern, Exit Realty of Lubbock  
Eva Madrid, Century 21 John Walton, REALTORS  
Jim Cox, All Real Estate, LLC  
Jennifer Loper, Kearney & Associates, REALTORS  
Jon Hogg, Keller Williams Realty  
Carla Holt, Keller Williams Realty  
Kelly Tosi, Keller Williams Realty  
Jenny Aranda, Andi Dunlap Realty  
Eric Bennett, Century 21 John Walton, REALTORS  
Agata Thompson, Keller Williams Realty  
James Thompson, Keller Williams Realty  
Kyle Goodnight, Exit Realty of Lubbock  
Edward Sears, Cebu Realty Services

\*Subject to successfully completing Association Orientation

## Transfers

Kortney Sharp, eXp Realty, LLC, to Keller Williams Realty  
Kristy Combs, Exit Realty of Lubbock, to Aycock Realty Group, LLC  
Ron McBee, HouseChaser, to Our Texas Real Estate Group  
Kara Miller, eXp Realty, LLC, to Fathom



Realty  
Cathy Baxter, All Real Estate, LLC, to The WestMark Companies  
Kelly Duncan, All Real Estate, LLC, to Amy Tapp Realty

REALTORS  
Mikayla Grimes, Keller Williams Realty  
Josh Galvan, All Real Estate, LLC  
Gilbert Arredondo, All Real Estate, LLC  
Stephanie Casco, Better Homes and Gardens Blu Realty

## Cancellations

Veronica Mills, eXp Realty, LLC  
Bryan Boyd Agency, Bryan Boyd - representative  
Allstate - Paul Willems, Ilona Downey - representative  
Ethan Earhart, NextHome CORE Realty  
Jessica Emery, Keller Williams Realty  
Shea Edmonds, Day & Co.  
Jessie Velasquez, Donna Dubose,

## Miscellaneous Changes

Jay Leeson, McDougal, REALTORS, change to non-MLS member  
Tara McDougal, McDougal, REALTORS, name change to Tara Lashford  
Joel Swan, McDougal, REALTORS, change to non-MLS member

# LAR LUBBOCK

ASSOCIATION OF REALTORS®

## MOVING DAY!

LAR Staff will be moving over to the new building this week. Starting on Monday, January 25, the new office will be officially open at:  
6510 70th Street  
Lubbock, TX 79424

Enter through the North doors



## Listing Agents:

Please don't enter yourself as the **SELLING AGENT** unless you are representing both the seller **AND** the buyer



## JANUARY VIRTUAL MEMBERSHIP LUNCHEON

With Special Guest  
Lubbock Police Chief  
Floyd Mitchell

**THURSDAY, JANUARY 21  
NOON TO 1 P.M.**

To register:

[Click Here](#)

\$1,000 will be given away during the meeting. Must be present to win

## 2020 Total Market Statistics

**Median Price**  
**\$191,500**  
▲ 9.5% YoY

**Closed Sales**  
**4,955**  
▲ 6.7% YoY

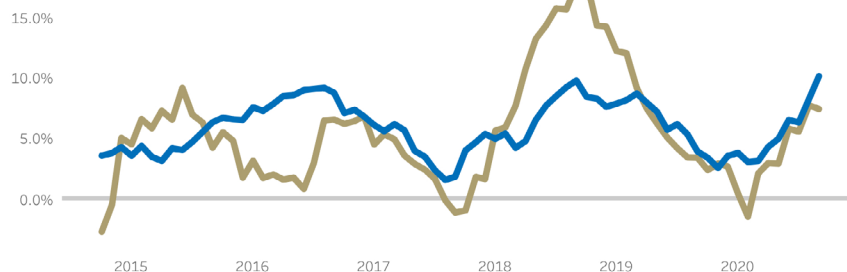
**Active Listings**  
**697**  
▼ -19.5% YoY

**Months Inventory**  
**1.4**  
▼ -0.5 YoY

### PRICE DISTRIBUTION

< \$100k	9.7%
\$100-199k	44.3%
\$200-299k	26.5%
\$300-399k	11.3%
\$400-499k	4.6%
\$500-749k	3.0%
\$750-999k	0.6%
\$1M +	0.2%

### GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



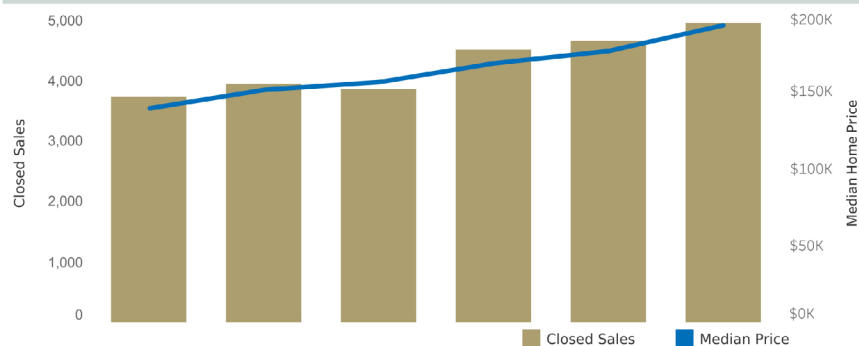
### TRANSACTION TIME STATS

**Days on Market**  
**36**  
6 days less than 2019

**Days to Close**  
**33**  
2 days more than 2019

**Total Days**  
**69**  
4 days less than 2019

### CLOSED AND MEDIAN PRICE HISTORY



### HOME VALUATION STATS

**Median Price/Sq Ft**  
**\$103.70**  
▲ 8.0% YoY

**Median Home Size**  
**1,885** sq ft

**Median Year Built**  
**1997**

**Close/Original List**  
**97.2%**

# Financial Wellness LIVE

Set yourself up for success come tax time and as you plan for the future. We encourage you to register for NAR's Center for Financial Wellness LIVE: Tax Summit four-part series event:

## Real Estate Agents Tax Guide 101

Wednesday, February 3 at 1:00 p.m. CT

## What to Do If You've Got IRS Trouble

Wednesday, February 10 at 1:00 p.m. CT

## Improve Personal Wealth by Spotting Opportunities in Your Tax Return

Wednesday, February 17 at 1:00 p.m. CT

## A Deeper Dive into Several Real Estate Tax Topics

Wednesday, February 24 at 1:00 p.m. CT

You'll learn how to improve personal wealth by spotting opportunities on your tax return, what to do if the IRS comes knocking, and more. Space is limited! Click [HERE](#) to register.

### Lubbock Association of REALTORS® Staff

#### Cade Fowler

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### December 2020 Market Snapshot

### Lubbock MSA



	2019			2020		
			% Change			% Change
Closed Sales	366		▲ 11.8%	409		
Median Sales Price	\$169,990		▲ 19.1%	\$202,500		
Average Sales Price	\$212,404		▲ 11.4%	\$236,571		
Ratio to Original List Price	95.6%		▲ 1.8%	97.3%		
Days On Market	42		▼ -14.3%	36		
New Listings	332		▲ 15.7%	384		
Under Contract	247		▲ 43.7%	355		
Active Listing Count	709		▼ -19.6%	570		
Months Inventory	1.8		▼ -24.7%	1.4		

