

Homesnap is coming to LAR

Connect with consumers like never before!

The 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.

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

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Commercial Corner

Are open offices still popular or is the idea on the way out?

THAT'S WHO WE 

What is TREPAC?

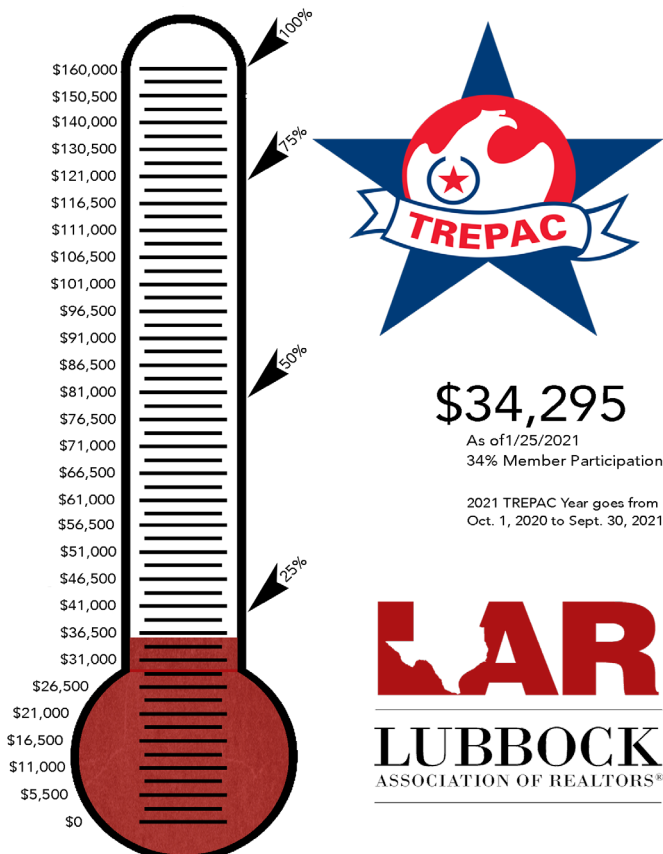
TREPAC is ESSENTIAL!

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

Christine Covington	Cindi Lea
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.

Lubbock Association of REALTORS®

New Member Orientation

Wednesday, February 10, 2021 | 8:30 a.m. to 1 p.m.
Overton Hotel

LAR LUBBOCK
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®, 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.

C2EX
COMMITMENT TO EXCELLENCE
C2EX.realtor

NATIONAL ASSOCIATION of REALTORS®

SOMETHING BIG

IS COMING TO LUBBOCK

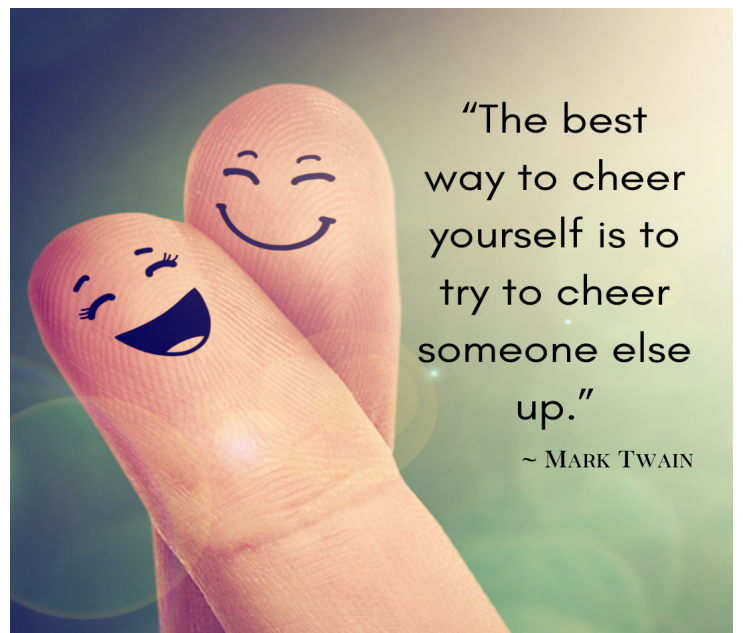
1.26.2021



**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

List More

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

Click [HERE](#) to register

GRI: Contracts to Closing

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

Click [HERE](#) to register

Pricing Strategies: Mastering the CMA

Monday, February 8
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

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

Thursday, February 11 &
Friday, February 12
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

Get the Listing, Make the Sale

Tuesday, February 16
9 a.m. to Noon

Click [HERE](#) to register

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

Thursday, February 18 &
Friday, February 19
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

Accredited Buyer Representative Designation

Thursday, March 11 & Friday, March 12
8:30 a.m. to 5 p.m.

Click [HERE](#) to register



Pricing Strategies: Mastering the CMA

Monday, February 8
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

This course serves as the core of the Accredited Buyer's Representative (ABR®) designation program. It is the benchmark of excellence in buyer representation.

The goal of this course is to set the foundation of training, skills, and resources to help real estate professionals succeed in the marketplace as buyer's representatives.

This course is a fundamental resource for understanding the duties that REALTORS® owe to clients, customers, the public, and fellow REALTORS® as outlined in the NAR Code of Ethics and Standards of Practice. In each course module you will examine a different topic; together they create a comprehensive guide to help you become an effective, efficient and profitable buyer's representative.



2021 Installation of President Teresa Smith and the 2021-2022 Directors

This year's Installation might have looked a little different with people wearing masks and fewer friends and co-workers in attendance. But that didn't stop the celebration.

The night's emcees Donna Sue Clements and Coby Crump kept everyone laughing through the entire evening. Jacky Howard's band Ground Floor provided the background music for the event.

2020 President Ken Harlan gave his thoughts on the last year and received a standing ovation for his service. Former LAR President Vanessa Dirks was honored as the 2020 REALTOR® of the Year.

After the 2021-2022 Directors were sworn in, it was time for Teresa Smith to take her place in LAR history and become the 2021 President of the Lubbock Association of REALTORS®. Teresa and the Directors were installed by Jef Conn.





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

TFor 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.



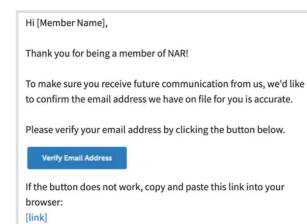
Changes coming to NAR Member Database

LAR 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:

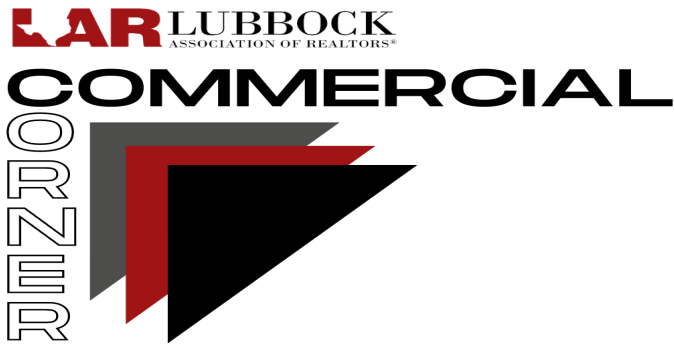


Included in the email will be a button (also as a link) that the member should click and once they do, they will see this screen:



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.



DOOR MAY BE CLOSING ON OPEN OFFICES

Survey of tech tenants shows planned drop in fully open layouts



After years of debate about their value, open-office layouts may be on the way out. Less than half of technology tenants surveyed by Savills, a global real estate services provider, said they plan to keep their fully open layouts.

Before COVID-19, nearly 90% of tech organizations had mostly open-office or entirely open-office workplace layouts, and many of those users are still considering how their workplace planning will look going forward, according to the report.

Savills surveyed about 250 tech firms in the U.S. and U.K. in August and September. Forty-six percent of respondents said their organizations used fully open space with benching and cubicles before COVID-19. But only 22% of tenants surveyed said they expected to retain their open-space design.

Respondents with a mix of open and some private offices dropped from 43% using the model before the pandemic to 33% planning to keep it.

Silicon Valley firms were among the early adopters of open offices, saying the layout would encourage innovation, collaboration, and communication, according to Entrepreneur.com. Since then, a growing body of research has shown the design may have the opposite effect.

Read the article from the Winter Issue of NAR's Commercial Connections Magazine [HERE](#).

January 19-25, 2021 Membership News

REALTOR® Membership Applications*

Mike Mendez, Keller Williams Realty
 Matt Wheeler, Century 21 John Walton, REALTORS®
 Becky Johnson, The WestMark Companies
 Spencer Dickey, Exit Realty of Lubbock
 Peaches Hurtado, Century 21 John Walton, REALTORS®
 Reggie Garza, The WestMark Companies
 Madison Garza, Masten Group, LLC
 Liz Bennett, Exit Realty of Lubbock
 Blake Duffendack, Exit Realty of Lubbock

*Subject to successfully completing Association Orientation



Transfers

Spike Wideman, Century 21 John Walton, REALTORS, to West Sage, REALTORS
 Betsey Timmons, Keller Williams Realty, to Amy Tapp Realty
 Brianne Stall, Keller Williams Realty, to Amy Tapp Realty
 Kyle Viney, Keller Williams Realty, to Century 21 John Walton, REALTORS

Cancellations

Marsha Moore, Exit Realty of Lubbock - license expired
 Jonny Hutson, Real Estate Professional Consultants
 Sarah Sherpa, Exit Realty of Lubbock
 Michelle Inganza, Mr. Realty Solutions, LLC
 Shawn Haseloff, Keller Williams Realty

Miscellaneous Changes

Jessie Velasquez reinstated with Century 21 John Walton, REALTORS
 Lane Dees reinstated with Tech Terrace Real Estate

LAR LUBBOCK
 ASSOCIATION OF REALTORS®

HAS A NEW ADDRESS!

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



LAR LUBBOCK
ASSOCIATION OF REALTORS®

Listing Agents:

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



2020 Total Market Statistics

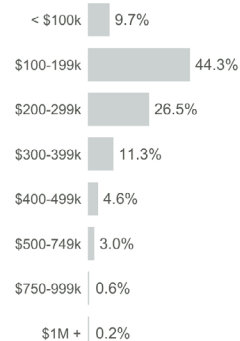
Median Price
\$191,500
▲ 9.5% YoY

Closed Sales
4,955
▲ 6.7% YoY

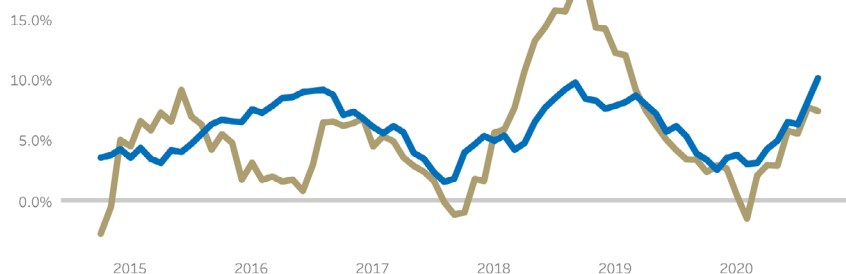
Active Listings
697
▼ -19.5% YoY

Months Inventory
1.4
▼ -0.5 YoY

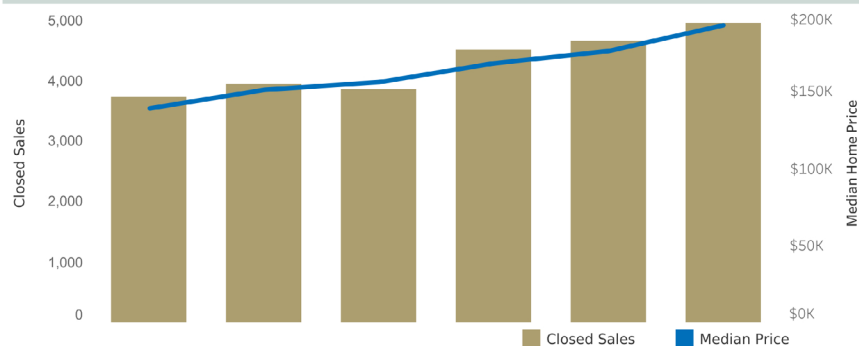
PRICE DISTRIBUTION



GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



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%

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

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.

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December 2020 Market Snapshot

Lubbock MSA



	Year to Date			Year to Date		
	2019	2020	% Change	2019	2020	% Change
Closed Sales	366	409	▲ 11.8%	4,644	4,955	▲ 6.7%
Median Sales Price	\$169,990	\$202,500	▲ 19.1%	\$174,900	\$191,500	▲ 9.5%
Average Sales Price	\$212,404	\$236,571	▲ 11.4%	\$208,453	\$223,830	▲ 7.4%
Ratio to Original List Price	95.6%	97.3%	▲ 1.8%	96.2%	97.2%	▲ 1.0%
Days On Market	42	36	▼ -14.3%	42	36	▼ -14.3%
New Listings	332	384	▲ 15.7%	6,719	6,549	▼ -2.5%
Under Contract	247	355	▲ 43.7%	437	499	▲ 14.2%
Active Listing Count	709	570	▼ -19.6%	866	697	▼ -19.5%
Months Inventory	1.8	1.4	▼ -24.7%	1.8	1.4	▼ -24.7%

