



TO THE LAR MEMBERS AND STAFF WHO'VE EARNED THEIR C2EX ENDORSEMENT

CRYSTAL LEWIS

JEFFREY CONN

TIM GARRETT

JACKY HOWARD

VANESSA DIRKS

NANCY RAWLS

DEBORA PEREZ-RUIZ

DONNA SUE CLEMENTS

KRISTA JENKINS

AMBER SANDERS

ROSE DONALDSON

JENNIFER LOPER

BRENDA FISHER



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The Texas Tech SBDA will present info about small business start up

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Learn more about the MLS Newsfeed with this helpful Q&A

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United Way Campaign Update

See 10 reasons how giving to the United Way helps our community


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Commercial Corner

Learn how to be more productive with these helpful tips

THAT'S WHO WE





2021 TREPAC

Major Investors

PLATINUM R

★ ————— ★

Jef Conn*

GOLDEN R

★ ————— ★

Cade Fowler*
Tony Lloyd*
Lisa Pearce**

CRYSTAL R

★ ————— ★

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

STERLING R

★ ————— ★

Joe Bellar	Cindi Lea
Chris Brooks	Lori Manning
Tom Couture	Joe Murfee
Christine Covington	Mark Nanny
Amy Cox	Colby Norris
Coby Crump	Vickie Noyola Al-Souki
Bryce Daniel	Jason Ratliff
Rusty DeLoach	Kyle Rogers
Rich Eberhardt**	Crystal Sanchez
Tim Garrett	Winn Sikes***
Tim Grissom	Denise Stout
Ken Harlan	Jeremy Steen
Tammy Hamersley	Andrea Sturdivant
Amie Henry	Amy Tapp
Jacky Howard	Renee Taylor
Vanessa Hyde	Pam Titzell
Michael Hutton	Sharla Wells
Cheryl Isaacs	Dan Williams*
Nathan Jordan	Keeli Wilson

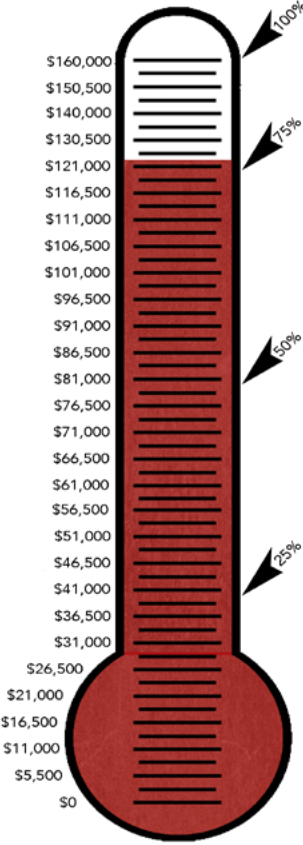
CORPORATE MAJOR INVESTORS


★ ————— ★

Benchmark Mortgage
City Bank Mortgage
Fairway Independent Mortgage
LBK Roofing
Lubbock National Bank
Peoples Bank
PrimeWest Mortgage
Spirit Mortgage
Texas Tech Federal Credit Union

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

2021 TREPAC Fundraising Goal






\$123,407

As of 7/13/2021
44% Member Participation

2021 TREPAC Year goes from
Oct. 1, 2020 to Sept. 30, 2021



Click here to

INVEST IN TREPAC

SAVE THE DATE



TREPAC SPORTING CLAY SHOOT

Friday, August 27, 2021

LUBBOCK SHOOTING COMPLEX
1475 CR 1
(TAKE HWY 87 SOUTH TO CR 1)

Contact the Lubbock Association of REALTORS® for more information
806-795-9533



Click here
to register



Sponsored by:



TEXAS TECH UNIVERSITY * LUBBOCK

Join us for the July Membership Luncheon

Thursday, July 15 | 11:30 a.m. to 1 p.m.

Cotton Court Hotel

Tickets: \$12*

The Texas Tech Small Business Development Center will be presenting information on what they do and how they can help anyone in the Lubbock area that's considering starting a small business.

*Ticket price increase is due to increased venue and food costs

July 8-13 Membership Changes



REALTOR® Membership Applications*

Amanda Cox, Amy Tapp Realty
 Ernie Buelna, Exit Realty of Lubbock
 Troy Bassett, II, Century 21 John Walton, REALTORS
 Ginny Owens, Keller Williams Realty
 Trey Culver, Progressive Properties
 Codi Armstrong, The WestMark Companies
 Hollie Edgett, Madewell Real Estate Company
 MaKieley Bigelow, Keller Williams Realty
 Kendra Martin, Lyons Realty
 Austin Brown

Transfers

Micah McNutt, Keller Williams Realty, to Madewell Real Estate Company
 Elizabeth Belmares, eXp Realty LLC, to Bray Real Estate Group
 Ashley VanAtta, Kearney & Associates, REALTORS, to Nest Finders
 Steven Bishop, Taylor Reid Realty, to Brick & Loft Realty

Cancellations

Lindsey George, 5 Point Star Realty, LLC
 Courtney Jordan, Coldwell Banker Trusted Advisors

Thank you to our 2021

PRIME BUSINESS PARTNERS



Classes and Events

July Membership Luncheon

Thursday, July 15
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

What's Fair in Fair Housing

Wednesday, July 21
2 p.m. to 4 p.m.
Click [HERE](#) to register

Agency and Your Fiduciary Duty

Tuesday, July 27
9 a.m. to 11 a.m.
Click [HERE](#) to register

New Member Orientation

Wednesday, August 11
8:30 a.m. to 1 p.m.
Click [HERE](#) to register

August Membership Luncheon

Thursday, August 26
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

TREPAC Sporting Clay Shoot

Friday, August 27
8:30 a.m. to 5 p.m.
Click [HERE](#) to register

GRI Marketing - Business Skills

October 11-14, 2021
8:30 a.m. to 5 p.m.
Click [HERE](#) to register



GRI Marketing Business Skills

4 Day Course
October 11-14, 2021

Click [HERE](#) to register

You must attend all four days to receive credit.

30 hours SAE credit, 10 hours CE credit

Earn the GRI Designation!

In today's competitive business environment, it often takes more than just motivation and initiative to succeed. Earning the Graduate REALTOR Institute (GRI) designation is a way to stand out to prospective home buyers and sellers as a REALTOR who has gained in-depth knowledge on technical subjects as well as the fundamentals of real estate.

For more information about earning the GRI designation or to access a TAR discount coupon (available to TAR members within two years of joining) click [HERE](#).



Tonya's MLS Tips and Tricks

MLS Newsfeed Q&A

The MLS Newsfeed is a great tool to help agents publicize listings. But some agents are still struggling with how to get the most out of this tool.

Post Type Emails

Q — I just posted to the newsfeed but didn't get a copy. How can I tell if my post was published?

A — To check the status of a post, go into the MLS and check the newsfeed to make sure the post was published.

Q — I just posted to the newsfeed but another agent in my office didn't receive an email from me as the posting agent. What happened?

A — Most likely, the agent has customized the settings and

changed the type of posts they have received.

Q — How can I change which newsfeed emails I receive?

A — To customize the newsfeed emails you receive, follow the steps below:

1. In Rapattoni, click on the Newsfeed located in the Black Toolbar
2. Click on the Gear on the right side of the Blue Taskbar
3. Toggle the button to "No" to any post types you do not want to receive an email about
4. Click Save

Creating Open House and Broker Tour posts

Q — I just created an open house/ broker tour newsfeed post but it says it's not "qualified". What

happened?

A — When agents create an open house or broker tour post without dates, the system will flag the post. To make sure your open house or broker tour posts are "qualified", follow the instructions below:

1. In Rapattoni, pull up the listing and click the Revise Listing pencil
2. Click on Open House dates or Broker Tour dates as needed
3. Enter the information
4. Click Save
5. Create your Open House or Broker Tour newsfeed post

Please contact LAR's MLS Administrator Tonya Marley at 806-795-9533 or at mls@lubbockrealtors.com if you have additional questions or need help.



School Attendance Zone Maps

Learn more about how to help your clients find a home in a school area

Finding the right home in a particular school boundary area is important to many buyers. It can be frustrating for buyers to learn their new home isn't in the school boundaries they were expecting.

It's frustrating for the school districts as well. In order to ensure the correct information is given to clients, it's important to enter the correct information in the listing. Here is where you can find that info:

To help with this critical issue, below are some resources to help provide accurate information for Lubbock schools in your listings:

- Go to Searches, Interactive Map, Layers, then Schools, to choose one of three Attendance Zones. You can then close the Layers pop out and enter an address to see which schools that address is in.
- Go to Links, Links & Documents in the MLS to access the most up to date attendance zone maps for LISD, LCISD, and FISD.
- Contact the ISD to verify which schools a specific address will attend:
LISD: 806-219-0000
LCISD: 806-863-7100 or email

them at info@lcisd.net – also include some nearby landmarks
FISD: 806-866-9541.

The school attendance zone maps for schools in Lubbock are updated each August. The attendance zone maps are available for download, however we recommend using the interactive map layer. This is another reason accurate map pin placement is crucial.

If you have buyers with a specific school in mind, please contact the correct district to verify the address is within school boundaries.

Nominations open for 2022 LAR Officers and Directors

Nominations are being taken for the 2022-2024 Lubbock Association of REALTORS® Officers and Directors. The deadline to submit nominations is July 21.

Qualifications for Officers and Directors:

President Elect (Will automatically ascend to President in 2023)

- REALTOR® Member in good standing
- Holds a valid, active Texas real estate broker or salesman license
- Served at least one term as an

elected Director

Secretary/Treasurer

- REALTOR® Member in good standing
- Holds a valid, active Texas real estate broker or salesman license
- Served at least one term as an elected Director
- Served at least one term as a Member of the Finance Committee

Director

- REALTOR® Member in good standing
- Holds a valid, active Texas

real estate broker or salesman license

- REALTOR® Member of the Lubbock Association of REALTORS® at two years immediately prior to election and served as a member of a standing committee or task force

Email the individuals name and the position you are nominating them for to Cade Fowler at cadefowler@lubbockrealtors.com by July 21, 2021.



10 Ways Your Gift to the Lubbock Area United Way Creates Change

1. Your gifts create results. Donations to the Lubbock Area United Way help people become self-sufficient members of our community. Your support helps the Lubbock Area United Way address today's needs and work to reduce dependency on safety net needs in the days ahead.
2. Your gifts stay local. Contributions stay in our community. People living in the Lubbock area are the recipients of funding through United Way, either through direct support of United Way member agencies or through special outreach projects, programs and initiatives. And did you know \$.99 of every dollar goes to help our Lubbock community?
3. Your gifts help the most people. Your gifts to United Way have a broad outreach. When combined with those of your friends and neighbors, they touch 1 in 3 people in our area each year.
4. You put the "fun" in fundraising. United Way campaigns can be a fun, morale-building effort among your peers and co-workers and are used as team-strengthening exercises, which benefit not only your workplace, but others outside of your organization.
5. Your gifts bring people together. Gifts to United Way bring together business, government, education, and social services to address the most pressing community needs for the long term. Your gifts create a bridge for those who need a little help toward a better future for themselves and their children.
6. Your gifts inspire others to do more. Feel good about giving, knowing that your donations directly help those who need help the most. We all want to know that we're making a difference and helping create change. This is the perfect avenue for building a sense of community and purpose.
7. Your gifts demonstrate your care about our community. Your gifts help United Way focus on people and issues close to home: food, housing, health care, emergency services, children and youth, employment, people with disabilities, and older adults in our three-county region - in other words, the big issues. Your gifts demonstrate your own commitment to the health of our community.
8. Your gifts are used efficiently. Low administrative and fundraising costs mean more money goes to services in the community. Donations are wisely invested in high-quality, results-oriented programs through the social service sector, and projects reach people in high need areas of our community when emergency situations arise.
9. Your gifts create a partnership. You want your neighbors to enjoy the quality of life that comes from a caring community. For more than 75 years, the Lubbock Area United Way has been here, working in partnership with others in the community to improve people's lives.
10. It's the right thing to do. Simply put, giving to United Way is the right thing to do for the long-term health of your community. Your contributions ensure that people have an opportunity to break the cycles of poverty, violence, and hopelessness and replace them with self-sufficiency, security, and hope.



JOIN UNITED WAY IN INSPIRING NEW STORIES EVERY DAY

Support more than 110,000 lives impacted annually by United Way and its Community Partners.

LAR LUBBOCK
ASSOCIATION OF REALTORS®

75 YEARS
GIVING PEOPLE HOPE

United Way
Lubbock Area United Way

Step 1: Open the camera app on your smartphone
Step 2: Face the camera towards the QR code
Step 3: Tap on the link
Step 4: Complete the form
Step 5: Make your gift



Give Now

Donate to the Lubbock Area United Way

Win for a chance to win fabulous prizes!

\$25 = 1 entry
\$115 = 6 entries

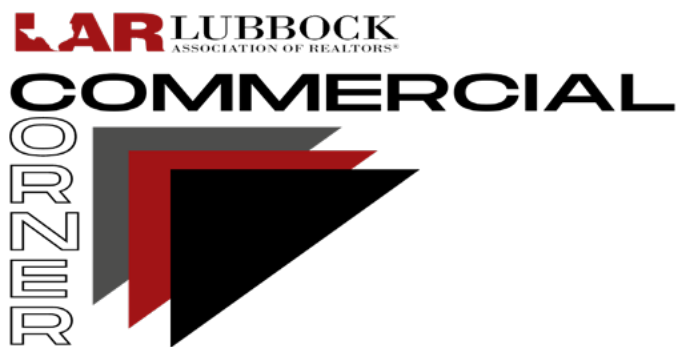
iPad

3 - \$500 cash prizes
3 - \$250 cash prizes



75 YEARS
GIVING PEOPLE HOPE

United Way
Lubbock Area United Way



10 Productivity Tips

Being productive is the key to success. These tips may help.

It doesn't matter what you do or where you work – everyone is looking for ways to be more productive on the job. Make room for increased productivity by putting these habits into play:

1. Cut your to-do list in half. Getting things done during your workday shouldn't mean fitting in doing as much as possible in the sanctioned eight hours. Take a less-is-more approach to your to-do list by only focusing on accomplishing things that matter.
2. Take more breaks. Since your brain has used up its glucose, give yourself a moment to refresh by going for a walk, grabbing lunch or a snack, or just meditating. You'll come back recharged and ready to achieve greater efficiency.
3. Follow the 80/20 rule. Only 20 percent of what you do each day produces 80 percent of your results. Eliminate the things that don't matter during your workday -- they have a minimal effect on your overall productivity.
4. Use your morning to focus on yourself. It's a big productivity killer to start your mornings by checking your email and your calendar. This allows others to dictate what you accomplish. Start your day out right by ignoring your emails in the morning and getting in a good breakfast, reading the news, meditating, or working out.
5. Tackle your challenging tasks before lunch. Knock out your most challenging work when your brain is fresh. If you have any busy work or meetings, save them for the afternoon. By scheduling your day this way, you'll be able to create a new and more productive way to manage your time.
6. Improve your email etiquette. Email is a productivity killer and usually a distraction from tasks that actually matter--don't fall into this productivity trap.
7. Create a system. You've probably developed a few productivity-ruining habits over the years. Manage your distracting ways by creating a system. For those of you who check your emails compulsively, plan a morning, afternoon, and evening time slot to manage your inbox.
8. Stop confusing productivity with laziness. While no one likes admitting it, sheer laziness is the main contributing factor to lost productivity. Place your focus on doing the things that matter most as efficiently and effectively as possible.
9. Stop multi-tasking. Changing tasks more than 10 times a day drops your IQ an average of 10 points. Get things done more effectively and efficiently by focusing on one task at a time.
10. Less is more when it comes to being productive during the workday. Stick to the basics for reaching productivity.



\$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**



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Find the good.
It's all around you.

Find it, showcase
it and you'll start
believing in it.



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