



August Membership Meeting with Leigh Brown

Leigh Brown - REALTOR, Speaker, Trainer and Author brings her infectious energy to the LAR at the Overton Hotel on August 19th.

Leigh will teach a two hour CE class, "Turn Down the Noise, Turn Up the Volume" from 9 a.m. to 11 a.m.

This class will get you fired up to revamp your messaging to reach buyers and sellers in today's market! Leigh will cover a broad

range of topics including today's business/market conditions, technology updates, creating engaging messaging, content strategy and more!

At 11:30 a.m. the August Membership Luncheon begins. Leigh will be giving a key not presentation titled "Igniting the Passion". You're not going to want to miss this.

Register now for the CE class and the August Membership luncheon by clicking [HERE](#).

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TREPAC Sporting Clay Shoot

Register now for this fun event! Sponsorships are also available.

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United Way Campaign

Find out what a bakeless bake sale is and how you can use it to raise funds

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

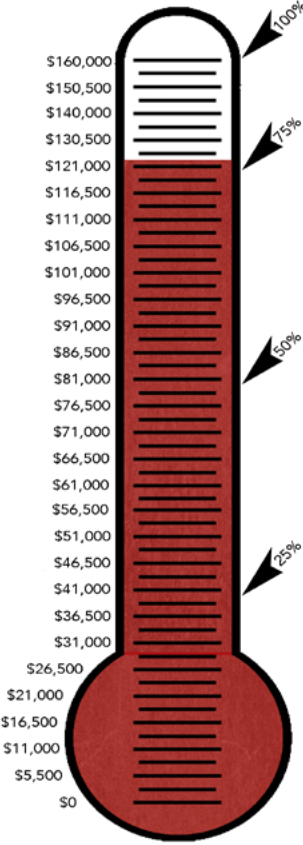
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| <p>★ Joe Bellar ★ Chris Brooks Tom Couture Christine Covington Amy Cox Coby Crump Bryce Daniel Rusty DeLoach Rich Eberhardt** Tim Garrett Tim Grissom Ken Harlan Tammy Hamersley Amie Henry Jacky Howard Vanessa Hyde Michael Hutton Cheryl Isaacs Nathan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






\$123,742

As of 7/19/2021
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



2021

SPORTING CLAY SHOOT

August 27, 2021

LUBBOCK SHOOTING
COMPLEX
1475 CR 1

CLICK
HERE
TO
REGISTER



2021

SPORTING CLAY SHOOT

August 27, 2021

LUBBOCK SHOOTING
COMPLEX
1475 CR 1

CLICK
HERE
TO BECOME
A SPONSOR

July 14-20 Membership Changes

REALTOR® Membership Applications*



Andrew Albares, eXp Realty LLC
 Rusty Durham, Keller Williams Realty
 Ashley Wright, All Real Estate LLC
 Marsha Reed, The WestMark Companies
 Jeanette Camp, Exit Realty of Lubbock
 Kathy Brown, Keller Williams Realty
 Sean Miller, Better Homes and Gardens Blu Realty

New Affiliates

Jason Bulls - Representative for Be4ore Home Inspections

Steve Thorp - Representative for Sigma Inspection Services

Cancellations

Erika Hickey, Exit Realty of Lubbock
 Adriana Urquidi, eXp Realty LLC
 Corey Kiattitananan, eXp Realty LLC
 Summer Caffey, Exit Realty of Lubbock

Miscellaneous Changes

Jessica Cano reinstated with West Sage, REALTORS
 Joe Hall reinstated with West Sage, REALTORS

Thank you to our 2021

PRIME BUSINESS PARTNERS





Region I Meeting
August 6, 2021
Hodgetown
715 S. Buchanan Street
Amarillo, TX

PLEASE JOIN THE TEXAS REALTORS® LEADERSHIP,
YOUR REGIONAL VICE PRESIDENT, AND YOUR
FELLOW TEXAS REALTORS® FOR SOCIALIZING AND
INFORMATIVE MEETINGS.



Classes and Events

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

The Forms You Need to Know

Wednesday, August 4
9 a.m. to Noon
Click [HERE](#) to register

Maximizing Your CMA Using RPR

Friday, August 6
9 a.m. to Noon
Click [HERE](#) to register

Free CE - Understanding the National Flood Program

Wednesday, August 11
9 a.m. to 11:30 a.m.
This class is FREE but you must Click [HERE](#) to register

TREC Legal Update 1

Monday, August 16
1 p.m. to 5 p.m.
Click [HERE](#) to register

Free CE - Learning to Love Affordable Housing

Tuesday, August 17
10 a.m. to 11 a.m.
This class is FREE but you must Click [HERE](#) to register

TREC Legal Update 2

Monday, August 16
1 p.m. to 5 p.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

CE hours: 3

(This course is a qualifying contracts class for licensees in their second renewal on.)

This course reviews the most widely used TREC and TAR forms needed to conduct real estate transactions. Included are various sales contracts and a wide range of addendum. This course teaches the proper use and completion of these forms and provides a comprehensive view of the types of contracts available for use in real estate transactions. It will also cover how to handle updates and changes to contract forms, along with other related documents and addenda.

This purpose of this course is to familiarize the real estate license holder with the most current and commonly used forms in a residential real estate transaction. Will learn to understand and use the proper form(s) for different real estate transactions so that they effectively serve their client. The course intent is to provide insight on the importance of using correct form(s) to ensure a successful transaction for the agent and client.

Tonya's MLS Tips and Tricks

On Market Date Changes

The On Market Date (OMD) is a required field that indicates the date a Coming Soon listing will automatically change to Active status. This change will also start counting the date Days On Market (DOM). The OMD can be up to 21 days in the future.

Sometimes the On Market Date needs to be updated to an earlier date than what was originally entered so that the Coming Soon listing can go Active seamlessly. The steps to do this are below.

1. Bring up the listing in MLS, and click the Revise Listing pencil
2. Click Status Information
3. Update the On Market Date to the date you want the listing to go Active
4. Click Save

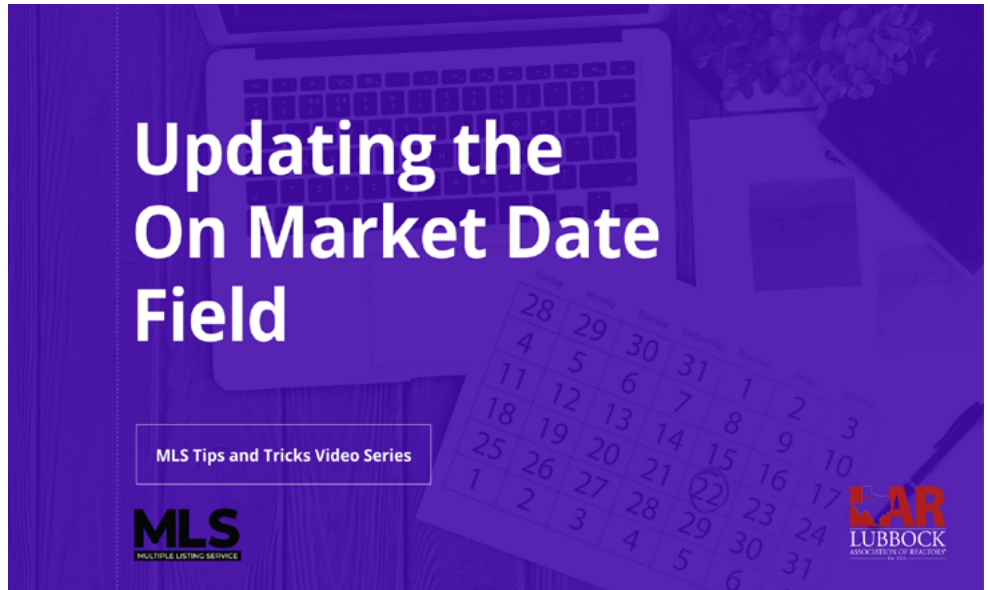
While there is an OMD field in

Listing Information, the system will not allow that field to be modified.

The only place the OMD field can be updated is in Status Information. If you change the status of a coming soon listing to active, your listing will not show up on third party websites. What you should do is

change the On Market Date to the current date so your listings are pushed to the third party sites.

Click [HERE](#) to see a video on how to update the On Market Date field.





Serving Others at CDI

LAR's Communications Director Brenda Fisher recently attended the Communication Director's Institute (CDI) in Minneapolis, Minnesota and joined communications directors from associations all over the country. During the conference, the participants worked together on a group service project to benefit the Greater Twin Cities United Way.

In just over 15 minutes, the Communications Directors assembled 500 hygiene and cleaning kits the United Way will distribute to people in the area who are breaking the cycle of homelessness and moving into a residence.

"It was great to witness the goodness of the United Way in other parts of the country," Fisher said. "The United Way is a lifesaver to many people in our community and communities across the U.S. Serving others feels good."

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 of 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 fabulous prizes!

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

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

75 YEARS of GIVING PEOPLE HOPE
United Way
Lubbock Area United Way



UNITED WAY FUNDRAISING TIP

HOLD A BAKELESS BAKE SALE



SEND THIS LETTER TO YOUR EMPLOYEES AND CLIENTS:

YOU ARE INVITED TO NOT BAKE A CAKE, PIE, COOKIES, OR BROWNIES.

YOU DO NOT HAVE TO FIND THE RECIPE.

YOU DO NOT HAVE TO SHOP FOR THE INGREDIENTS.

YOU DO NOT HAVE TO MIX.

YOU DO NOT HAVE TO COOK.

YOU DO NOT HAVE TO CUT.

YOU DO NOT HAVE TO WRAP.

YOU DO NOT HAVE TO WASH DISHES.

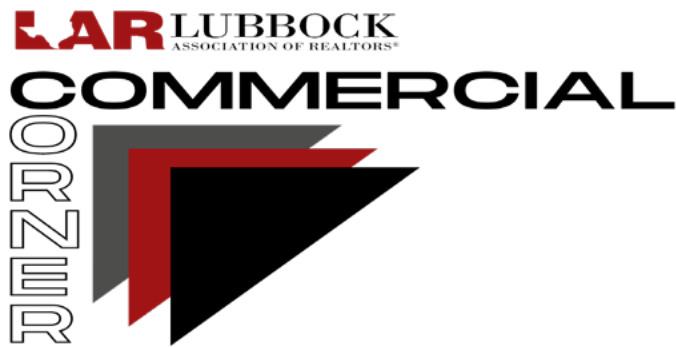
YOU DO NOT HAVE TO CLEAN UP YOUR KITCHEN.

YOU DO NOT HAVE TO DELIVER THE BAKED PRODUCT.

YOU DO NOT HAVE TO STAND IN THE HEAT/COLD/RAIN TO SELL THE BAKED PRODUCT.

YOU CAN WRITE A CHECK FOR \$25 TO UNITED WAY AND STAY HOME AND ENJOY DOING
SOMETHING YOURSELF OR WITH YOUR FAMILY!

[HTTPS://WWW.LIVEUNITEDLUBBOCK.ORG/GIVE](https://www.liveunitedlubbock.org/give)



Warehouse Boom Keeps Commercial Real Estate Afloat

As online shopping continues to grow, so does the demand for warehouse space

The demand for warehouse space is at record levels. Retailers are on the hunt for more warehouses to help meet their growing e-commerce needs and fulfill online orders at quicker speeds, according to a new report from JLL, a commercial real estate services firm.

Big box retailers like Walmart, Target, Big Lots, TJX, and Costco are aggressively competing for more warehouse space, trying to catch up to Amazon who has long been buying up warehouses across the country, JLL notes.

"We've been on a long-term journey of shifting consumer behavior from buying in stores to online," Craig Meyer, president of JLL Industrial for the Americas, told CNBC. "That's the existential driver for demand in the U.S."

Warehouse demand is notably surging in places like Columbus, Ohio. Industrial

real estate demand in Columbus is expected to jump 61% in 2021 compared to 2020, according to JLL. The firm notes that Columbus is an attractive market to retailers because nearly half of the nation's population is within a one-day drive.

The demand for more warehouses is also reaching record levels in Savannah, Ga., where demand has increased by nearly 10 million square feet over the past year, JLL's report notes.

As demand surges, rents are rising fast. Industrial taking rents surged nearly 10% in the first five months of 2021 compared to the same period a year earlier, according to



CBRE data.

"Momentum in the marketplace is really strong, and this is against a backdrop where there's very high scarcity in our business," Chris Caton, head of Prologis, one of the largest firms of logistics real estate, told CNBC. "Vacancy rates in the U.S. are four-and-half percent, basically 40-year lows. There has never been less available to lease, at a time when customers really, really need it."



Weekly Housing Monitor for July 12-15

The Weekly Housing Monitor from NAR Research is out for the week of July 12 -15.

NAR Research compiles the latest housing market data in this weekly monitor, based on what REALTORS® are seeing in their market, mortgage data, jobless claims, foot traffic, and the latest home sales numbers.

Click [HERE](#) or on the picture below to download the report.

2021
Weekly Housing Market Monitor
July 12-July 15

National Association of REALTORS®
Research Group



Thank You!

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



C2EX
REALTORS®
COMMITMENT
TO EXCELLENCE

**PUMP
UP
THE
VOLUME.**

Ready to rock? C2EX can help you
take it to the next level.
Amp up your career at [C2EX.realtor](#)



**NATIONAL
ASSOCIATION OF
REALTORS®**

\$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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