

## 2022 United Way Campaign Update

**O**ur annual 2022 Lubbock United Way Fundraising Campaign is underway and we are already off to a great start.

We started this year's donation drive officially at the May Membership Luncheon at the Cotton Court Hotel on May 18. Benchmark Mortgage sponsored the event and we were able to raise more than \$6,800 towards our 2022 goal.

The featured speaker at the luncheon was the 2022 United Way Campaign Chair Laura Vinson. She spoke about how the money is used and how it benefits people here in Lubbock.

LAR is one of several companies that gets a jump on the fundraising campaign a few months before it starts officially later this summer.



Scan this QR code to make your 2022 United Way donation now.



### What's Inside

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##### 2022 TREPAC Totals

See where we are with our 2022 TREPAC Investment Goal

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##### Classes and Events

See what classes and events are happening in June at LAR.

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##### May Membership Stats

See who joined, who transferred and who left LAR during May 2022

#### Page 8

##### John Walton Education Foundation

Ready to make a donation to the John Walton Education Foundation? Use the QR code on page 8 to do it now.



## 2022 TREPAC Major Investors

### PLATINUM R

Jef Conn\*

### GOLDEN R

Rich Eberhardt\*\*  
Cade Fowler\*  
Tony Lloyd\*  
Lisa Pearce\*\*

### CRYSTAL R

Donna Sue Clements\*\*  
Coby Crump  
Vanessa Dirks\*\*  
Amie Henry  
Vanessa Hyde  
Kirk Schneider  
Teresa Smith\*\*

### STERLING R

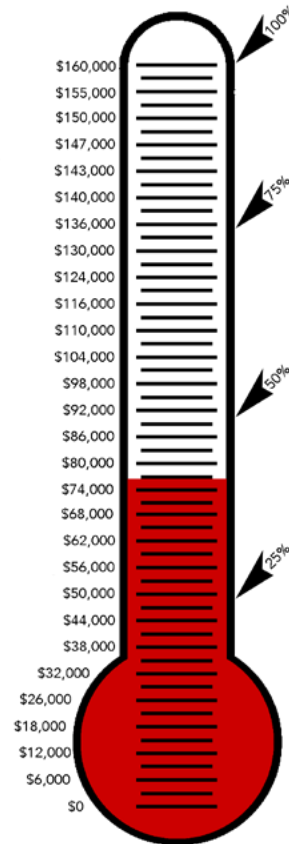
|                    |                        |                     |
|--------------------|------------------------|---------------------|
| Wally Al-Souki     | Cheryl Isaacs          | Lesli Spears        |
| Leigh Anne Brozo   | Nathan Jordan          | Jeremy Steen        |
| Tom Couture        | Cindy Lea**            | Andrea Sturdivant** |
| Bryce Daniel       | Joe Murfee             | Pam Titzell         |
| Rusty DeLoach      | Mark Nanny             | Scott Toman         |
| Judi Fillingim     | Tara Newton            | Debby Tullis        |
| Tim Garrett        | Colby Norris           | Wayne Walton        |
| Tim Grissom        | Vickie Noyola Al-Souki | Sharla Wells        |
| Jennifer Harmonson | Jason Riebe            | Dan Williams*       |
| Tammy Hamersley    | Kyle Rogers            | Keeli Wilson        |
| Ken Harlan         | Lia Saa                | Chanda White        |
| Jacky Howard       | Crystal Sanchez        | Kelsey Zickeoose    |
| Michael Hutton     | Winn Sikes***          |                     |

### CORPORATE MAJOR INVESTORS

Alliance Credit Union  
Benchmark Mortgage  
Cardinal Financial  
City Bank Mortgage  
Fairway Independent Mortgage  
Peoples Bank  
PrimeWest Mortgage  
Spirit Mortgage  
Texas Tech Federal Credit Union

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

## 2022 TREPAC Fundraising Goal



**\$75,469**

As of 6/10/2022  
33% Member Participation

2022 TREPAC Year goes from  
Oct. 1, 2021 to Sept. 30, 2022



# Classes and Events

## Fair Housing

Wednesday, June 15  
9 a.m. to Noon

Click [HERE](#) to register

## LAR Membership Luncheon

Thursday, June 16  
11:30 a.m. to 1 p.m.

Click [HERE](#) to register

## First, it's NOT Marijuana

Friday, June 17  
10 a.m. to Noon

Click [HERE](#) to register

## WTCIE Training for Agents

Monday, June 20  
10 a.m. to 11 a.m.

Click [HERE](#) to register

## WTCIE Training for Agents

Tuesday, June 21  
10 a.m. to 11 a.m.

Click [HERE](#) to register

## WTCIE Training for Admins

Wednesday, June 22  
10 a.m. to 11 a.m.

Click [HERE](#) to register

## SETH: Love Affordable Housing

Wednesday, June 22  
10:30 a.m. to 11:30 a.m.

Click [HERE](#) to register

## WTCIE Training for Agents

Thursday, June 23  
10 a.m. to 11 a.m.

Click [HERE](#) to register

## New Member Orientation

Tuesday, June 28  
8:30 a.m. to 1 p.m.

Click [HERE](#) to register

## Commercial Services Luncheon

Thursday, June 30  
11:45 a.m. to 1 p.m.

Click [HERE](#) to register



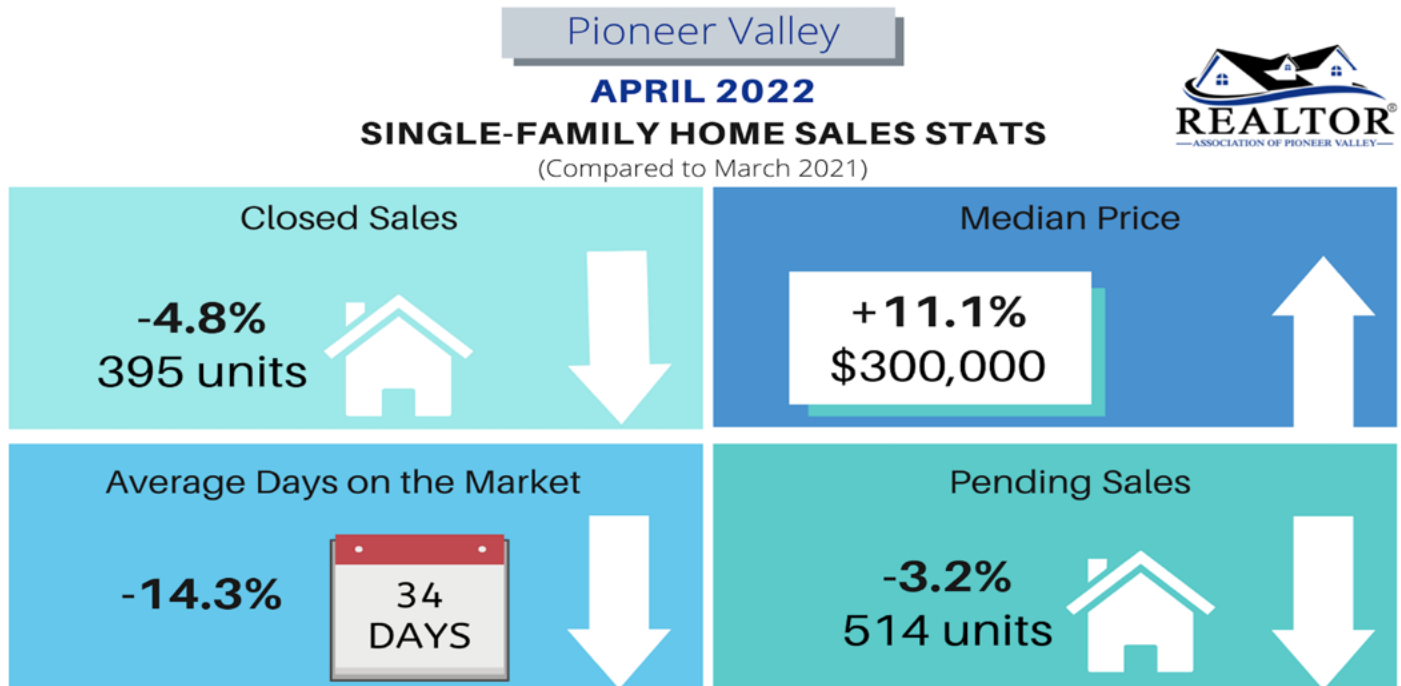




Congratulations to the 2022 John Walton Education Foundation Scholarship winners. From left - Chase Hoodenpyle, Kennedy Wood, Darcy Driggers, and Blaine Temple.  
Not pictured - Chloe Gillam, Lexi Howard, Alan Mann, Abigail Provost, Scout Sonnenberg, and Seree Sturdivant.



# Using Infographics to Increase Engagement



By Ayca Yavuz

Infographics are an effective way to deliver important messages in a visual format. They help keep the audience's attention and convey more information in less time.

Since infographics simplify information in a visually engaging way to inform an audience, they can be used in a different way for marketing purposes. Those purposes include educating members, promoting the value of membership, listing resources, and presenting results gathered from survey data or monthly real estate statistics and numbers.

To create a report that engages your audience, using visuals is key. Infographics help you summarize

data and share information more compelling, engaging with members. Not only will this engage them, but it also makes them more likely to share your posts with their networks. This significantly increases the association's reach and social media presence.

Additionally, with infographics, associations can present their strategic plan in a simple and informative way for their members. It's important to remember that your

association infographic is a part of the branding, so every aspect of the infographic must be consistent with its brand guidelines.

Canva is generally considered a powerful tool to use for design options. However, here are some other free and easy online apps that allow you to create infographics and produce better information and graphics: Piktochart, Venngage, Infogram, and Visme.



Ayca Yavuz  
Communications and Marketing Director  
Realtor® Association of Pioneer Valley, Springfield, MA

Ayca is completing her RCE (REALTOR Certified Association Executive) Designation and this article is part of that process.

# May Membership Stats



LAR Membership count as of January 31, 2022

There was a 6.67 percent increase from January 2021

1,583 — Total LAR Members  
1,347 — REALTORS®  
168 — Designated REALTORS®  
41 — Appraisers  
27 — REALTOR® Emeritus

**MLS Only Participants/Subscribers**  
83 — MLS Only Designated REALTORS®  
69 — MLS Only REALTORS®  
19 — MLS Only Appraisers

## REALTOR® Membership Applications\*

Paul Hebison, Keller Williams Realty  
Sammi Kannegieter, HouseChaser  
Lori Boyd, Brick & Loft Realty  
Tamra Evans, NextHome CORE Realty  
Kristine Wooton, JPAR Lubbock  
Joe Williamson, Amy Tapp Realty  
Daryl Wilkerson, Keller Williams Realty  
Ben Delay, Expand Realty  
Bobby Hooten, Jr., The WestMark Companies  
Alicia Torres, Madewell Real Estate Company

Kiersan Bednarz, Steadfast Realty, LLC  
Yolanda Martinez, eXp Realty  
Randal Kinnison, McDougal, REALTORS  
Mandi Dever, Coldwell Banker Trusted Advisors  
Dominic Martinez, Keller Williams Realty  
Karen Jenks, Location Rentals  
Henry Gomez, Progressive Properties  
Amy Wallis, Keller Williams Realty  
Ignacio Armenta, Exit Realty of Lubbock  
Amanda Sparks, Keller Williams Realty  
Brantlee Sells, Progressive Properties  
Tanner Dean, Progressive Properties  
Anthony Hernandez, Hub City Rentals  
Helen Kim, The WestMark Companies  
Levi Savage, Exit Realty of Lubbock

## New Affiliates

Kerry Gilmore, Excel Title Group Lubbock

## Transfers

Candie Larmon, Keller Williams Realty, to Steadfast Realty, LLC  
Amanda Brashear, Keller Williams Realty, to Chaney Realty  
Liliana Hernandez, Keller Williams Realty, to The WestMark Companies  
Jo Anna Harvey, Berkshire Hathaway HomeServices Premier Properties, to Keller Williams Realty  
Esteven Fabila, Keller Williams Realty, to Exit Realty of Lubbock  
Alex Reyes, Keller Williams Realty, to Redondo 5 Realty  
Sarah Thornbury, Big State Real Estate, to Nathan Jordan Real Estate  
Kyle Wooldridge, West Sage, REALTORS, to Madewell Real Estate Company  
Jennifer Taylor, Madwell Real Estate Company, to Better Homes and Gardens Blu Realty  
Kerry Kern, The Sellers Realty, to Aycok Realty Group, LLC  
Amanda Vick, Keller Williams Realty, to

Exit Realty of Lubbock  
Kendyl Pirkey, Brick & Loft Realty to Lubbockhomes.info  
Tyler Talley, UCRE-M. Edwards Realty to Exit Realty  
Danyelle Brashear, Keller Williams Realty to Chaney Realty  
Juston Brashear, Keller Williams Realty to Chaney Realty  
Lisa Baugh, eXp Realty to Keller Williams Realty  
Kristi Lowe, Amy Tapp Realty, to The WestMark Companies  
Natalie Peebles, Halley Road Real Estate, to West Sage, REALTORS  
Christine Pevehouse, Keller Williams Realty, to eXp Realty LLC  
Amanda Bennett, Keller Williams Realty, to Minnix Property Management  
George Shivers, Keller Williams Realty, to Aycok Realty Group

## Miscellaneous Changes

Minerba DeLeon reinstated with JPAR Lubbock  
Lexy Brown reinstated with Progressive Properties  
Gary Phillips Appraisal joined MLS  
Juston Brashear canceled MLS Membership  
Jessica Kruger reinstated with Keller Williams Realty  
Tavia Bryant reinstated with Wyatt Realty  
Amanda Bennett, Minnix Property Management, change to non-MLS member

## Cancellations

Ethan Earhart, McDougal, REALTORS  
Kory Peterson, Keller Williams Realty  
Luke Abel, Keller Williams Realty  
David Barnes, Farrar & Assoc. Real Estate  
Donna Wheeler, Farrar & Assoc. Real Estate  
Kenneth Farrar, Farrar & Assoc. Real Estate  
Beverly Farrar, Farrar & Assoc. Real Estate  
Daniel Hay, West Sage, REALTORS

**THAT'S WHO WE** 



Elizabeth Bennett, Location Rentals  
 Jessica Neidert, Kendra Sutherland,  
 REALTORS  
 Nicole Redman, Williams & Company Real  
 Estate  
 Kaden Hadawi, Tech Terrace Real Estate  
 Lana Henley, McQueen Company,  
 REALTORS  
 Isaac Logan, Keller Williams Realty  
 Serena Ditto, Keller Williams Realty  
 Brock Ricks, RE/MAX Lubbock  
 Michael Martinez, Keller Williams Realty  
 Ron McBee, Our Texas Real Estate Group



### MLS Only

Gabe Renteria, eXp Realty LLC  
 Leah Torti, eXp Realty LLC  
 Carlos Ibarra, Jr., New Western  
 Acquisitions  
 Kim Bannister, Century 21 Mike Bowman,  
 Inc.  
 Larry Woodall, Collateral Evaluation  
 Services, LLC  
 Dale Erwin, Indwell Real Estate  
 Derek Manasco, Keller Williams Realty  
 Amarillo  
 Caleb Beachem, New Western Acquisitions  
 Madison Wall, Keller Williams Realty


Amarillo  
 Bill Jordan, William Davis Realty  
 Jeanne Elliott, William Davis Realty  
 Kennedy Kinder, RockOne Realty  
 Kern Coleman, The Michael Group  
 Jesse Castillo, III, The Michael Group  
 Gabe Renteria, eXp Realty LLC, cancelled  
 Dan Kubinski, Crowned Eagle Realty,  
 cancelled  
 Marci Cline, Attorney Broker Services,  
 cancelled  
 Jovan Lopez, Keller Williams Advantage,  
 cancelled

## *Thank you to our 2022* **PRIME BUSINESS PARTNERS**




John Walton  
Education  
Foundation



Scan here to help us fund  
scholarships that change  
lives for students in Lubbock



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**GET YOUR  
"I AM A LUBBOCK  
REALTOR" T-SHIRT  
FOR ONLY \$25**  
(\$20 donation to the Lubbock Area United  
Way and \$5 to cover the cost of the t-shirt)



Contact Brenda Fisher at  
[media@lubbockrealtors.com](mailto:media@lubbockrealtors.com) to order one



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