



Like-Kind Exchange Member Stories

Recent proposals to repeal or limit the 1031 like-kind exchange could devastate the commercial real estate sector and investment in communities across the United States. From affordable housing providers, to small businesses, to farmers, 1031 has been used by a range of Americans since its

creation 100 years ago. We need your help to educate lawmakers and their staff about 1031s. It is not a tax loophole for the wealthy; it is a tax tool that has brought immeasurable revenue, jobs, investment, and economic benefit to the U.S.

Click [HERE](#) to share your 1031

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2021 TREPAC Major Investors

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Commercial Corner

See what leading Texas economists are saying about the state of the economy

like-kind exchange story and help NAR educate lawmakers and their staff about the economic benefits of 1031s.

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**

Teresa Smith**

★ **STERLING R** ★

Chris Brooks	Joe Murfee
Tom Couture	Mark Nanny
Christine Covington	Colby Norris
Amy Cox	Vickie Noyola Al-Souki
Coby Crump	Jason Ratliff
Bryce Daniel	Kyle Rogers
Rusty DeLoach	Crystal Sanchez
Rich Eberhardt**	Winn Sikes***
Tim Garrett	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*
Cindi Lea	Keeli Wilson
Lori Manning	

CORPORATE MAJOR INVESTORS

★ ————— ★

Benchmark Mortgage

City Bank Mortgage

Fairway Independent Mortgage

Lubbock National Bank

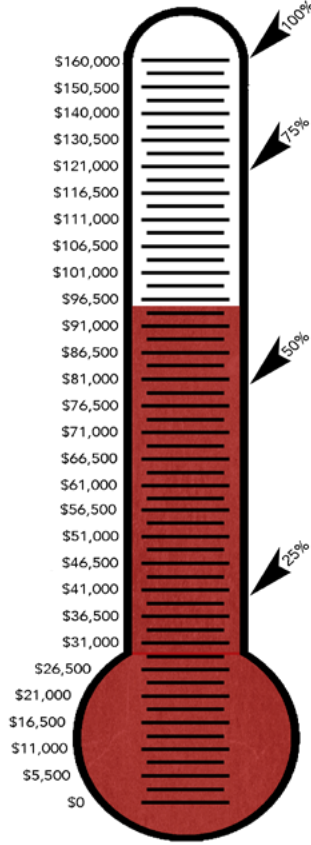
Peoples Bank


PrimeWest Mortgage

Texas Tech Federal Credit Union

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

2021 TREPAC Fundraising Goal






\$95,742

As of 6/28/2021
43% 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



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.

June 24-30 Membership Changes



REALTOR® Membership Applications*

Amy Wimmers, Taylor Reid Realty
Macey Pearson, Exit Realty of Lubbock

Clifton Beck, Century 21 John Walton, REALTORS
Mandy Kaufman, Coldwell Banker Trusted Advisors
Kelsey Palacios, Amy Tapp Realty
Jessi Ramos, Halley Road Real Estate
Jesse Guerra, Century 21 John Walton, REALTORS

Transfers

Nicole Redman, The WestMark Companies, to Williams & Company Real Estate
Alyssa Britt, Location Rentals, to Progressive Properties
Yvonne Hernandez, eXp Realty LLC, to Mr.

Realty Solutions

Cancellations

Aleene Embry, Amy Tapp Realty
Mandy Kaufman, Coldwell Banker Trusted Advisors

Miscellaneous Changes

Jeremy Dennis, The Sellers Realty, change to MLS member
Adam Finck reinstated with Keller Williams Realty
Madilyn Edwards name changed to Madilyn Smart

Thank you to our 2021

PRIME BUSINESS PARTNERS



Classes and Events

The Forms You Need to Know

Thursday, July 1
1 p.m. to 4 p.m.
Click [HERE](#) to register

Roofing and Insurance Lunch & Learn

Wednesday, July 7
11:30 a.m. to 1 p.m.
Hilton Garden Inn
Click [HERE](#) to register

Defining Your Unique Value Proposition

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

Using Facebook in Real Estate

Monday, July 12
10 a.m. to Noon
Click [HERE](#) to register

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 25
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



Defining Your Unique Value Proposition

Friday, July 9
10 a.m. to Noon

Click [HERE](#) to register

This course will guide Realtor's in creating a unique value proposition that is differentiating in the marketplace and aligned with the needs of their target market. Students will explore their strengths and weaknesses and develop a real understanding of exactly what services they provide.

Learn to clearly define target customer(s) and align their service offering with the needs of target customers. This alignment process will help students identify disconnects and opportunities.

At the end of the course, students will be able to articulate their unique value proposition and improve their ability to turn prospects into clients.



Tonya's MLS Tips and Tricks

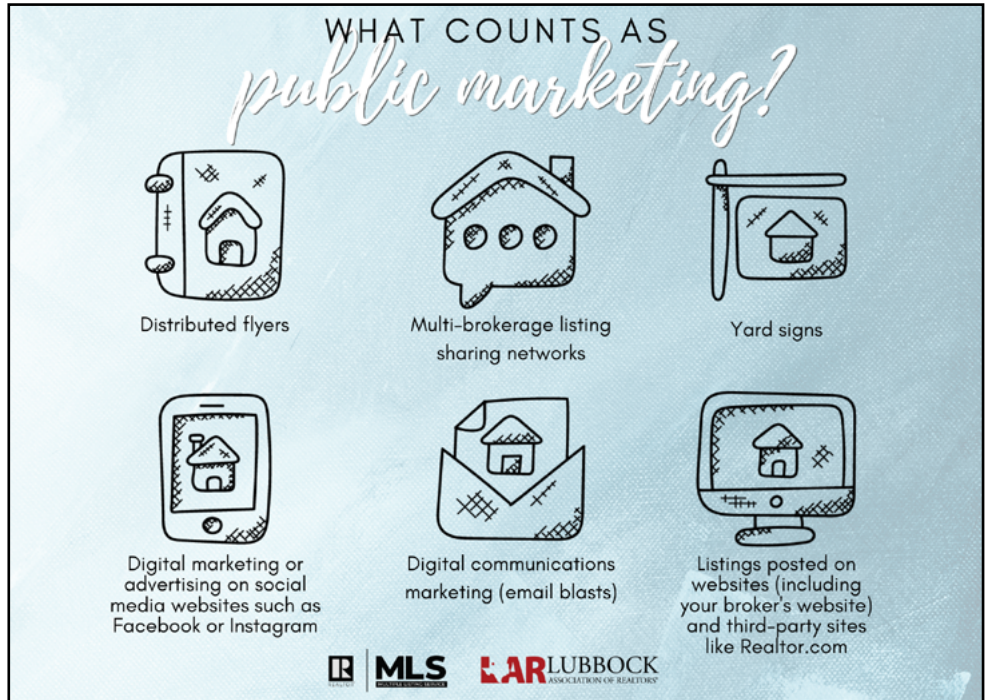
How to stay on the right side of the Clear Cooperation Policy

Last week, we talked about common MLS violations, most of which are corrected without fines. But there is one rule that is different than every other one – Clear Cooperation Policy. When it is violated, it goes straight to a fine. The Clear Cooperation policy has very precise rules when it comes to publicly marketing a listing. The policy states that agents have one (1) business day to list the property in the MLS after marketing it publicly.

That means that once anyone outside of the listing agent's office (including the client) learn of the listing, it is considered public marketing. Agents have one (1) business day to add the listing to the MLS as either Active or Coming Soon. If you start marketing a listing on Friday, the listing must be in the MLS with the correct status by end of business on Monday.

As NAR Director of MLS Engagement, Rene Galicia said, there is no way to unring a bell. When public marketing begins, agents are on the clock and must enter the listing into the MLS within one (1) business day. If the listing is not entered, the agent has violated the Clear Cooperation policy and is subject to the following fee schedule:

- The first day's fine is \$50
- The second day's fine is an ADDITIONAL \$100
- If the listing is not entered into the MLS by the third day, the agent and broker are



required to appear before
MLS Committee and could be
subject to fines up to \$15,000

Agents have until the next business day by 5 p.m. to enter the listing or additional fees will be assessed (see above). The Clear Cooperation Policy does not apply to office exclusive listings unless the listing is publicly marketed. At that point, the listing must be entered into MLS just like any other listing.

Once a violation has been reported, the investigation process will begin if the following information is submitted:

- Address
- Listing agent's name
- Proof of the violation (screenshot, flyer, etc...)



Once this information is received, LAR's MLS Administrator Tonya Marley can begin to see if the Clear Cooperation policy has been violated. Without this information, Tonya cannot proceed with an investigation. When Tonya has the information, she will email the agent to determine if a listing agreement is in place. If there is not, nothing more can be done since the Clear Cooperation policy was not violated.

If there was a listing agreement, Tonya will explain how the Clear Cooperation policy was violated, inform them of the \$50 fine and advise the agent that the listing must be entered into the MLS by 5 p.m.

the following day to avoid more fines.

One thing all agents need to be aware of is just because a property may look like it's out of compliance with the Clear Cooperation Policy, it might not be. Providing as much information as possible helps us investigate the reported violation. Without this information, it's difficult for us to start an investigation.

Clear Cooperation policy violations are confidential and information about who made the complaint is never disclosed. It is the agent's responsibility to abide by the Code of Ethics and adhere to the Clear Cooperation policy.

We send an email about violations to agents to provide agents with a written reminder that a violation has occurred, the initial fine has been assessed and the steps needed to avoid further fines and actions.

If you have questions about the MLS or MLS rules and regulations, please contact Tonya Marley at 806-795-9533 or at mls@lubbockrealtors.com.

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.



Donate

to the Lubbock
Area United Way

for a
chance
to

Win

fabulous prizes!

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



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



JOIN UNITED WAY IN INSPIRING NEW STORIES EVERY DAY

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



- 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



LAR
LUBBOCK
CLUB OF REALTORS

THE COMMERCIAL AND EDUCATION
COMMITTEES INVITE YOU TO A

LUNCH & LEARN
ABOUT INSURANCE AND ROOFING

Wednesday, July 7
11:30 a.m.
Hilton Garden Inn

Sponsored by:

LBK
ROOFING

Hettler
Insurance
AGENCY

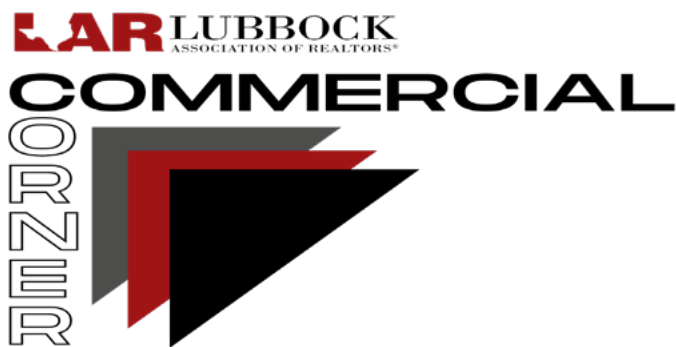
Click here to register



JEF CONN

CANDIDATE FOR TEXAS REALTORS®
SECRETARY/TREASURER 2023

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Outlook for the Texas Economy

The Texas economy is making positive strides in the right direction but there is still a lot of work to do.

Economic activity within Texas continued to recover after more than a year of pandemic-related business restrictions. Employment growth slowed in April, but joblessness declined and unemployment claims decreased.

As relatively lower-paying leisure/hospitality positions were rehired, the average hourly wage dropped relative to year-ago levels when those workers were laid off. Meanwhile, retail sales approached a record-breaking \$50 billion amid positive consumer sentiments, and real commodity exports improved.

As the economy heated up and oil prices rebounded, inflation

accelerated as expected. Supply-chain disruptions also contributed to rising costs. Containment of the pandemic is vital as additional waves of infection, although becoming less likely as vaccination rates increase, can weigh on consumer behavior and spending and slow the return to pre-pandemic conditions.

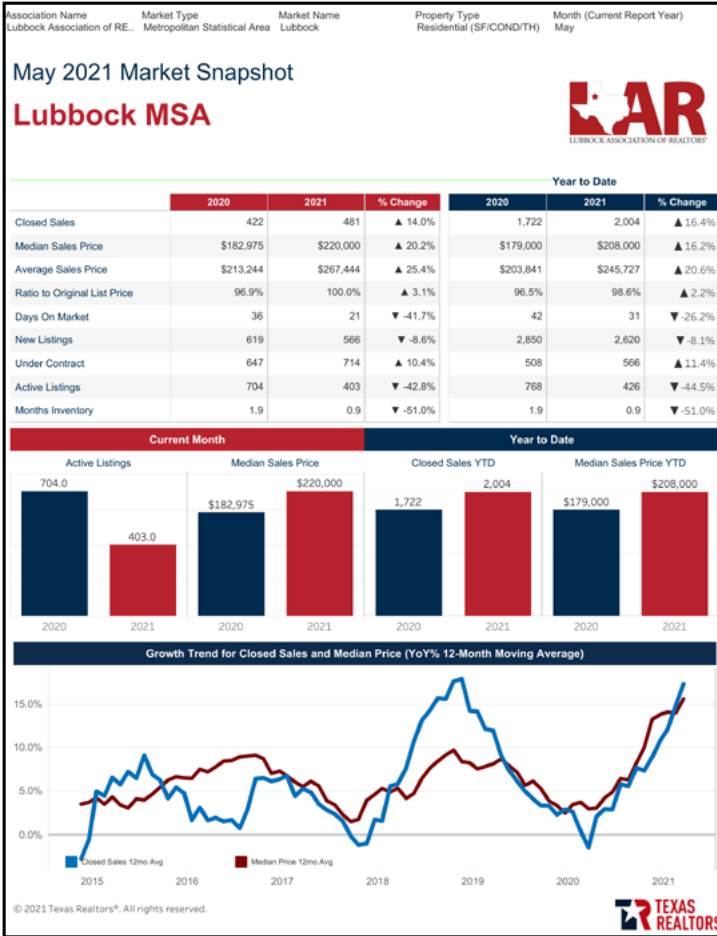
The Dallas Fed's Texas Business-Cycle Index steadied at 7.3 percent growth on a seasonally adjusted annualized rate (SAAR) in April, indicating the state's economy is still on the path to recovery despite a slowdown in hiring. The rate of increase in Austin and Dallas was mostly unchanged at 10.5 and 6.5 percent, respectively. Meanwhile, economic activity improved 8.9

percent in San Antonio and 5.5 percent in Fort Worth. Houston was the exception as the local index accelerated 12.9 percent SAAR amid steady payroll expansions.

Corroborating strong economic conditions, the Texas Leading Economic Index (a measure of future directional changes in the business cycle) rose at the fastest monthly rate in its four-decade history. The reduction in initial unemployment claims and improvement in other labor-market indicators contributed to the increase, offsetting a slight slip in oil prices. The Texas Consumer...

Click [HERE](#) to read the rest of the article.

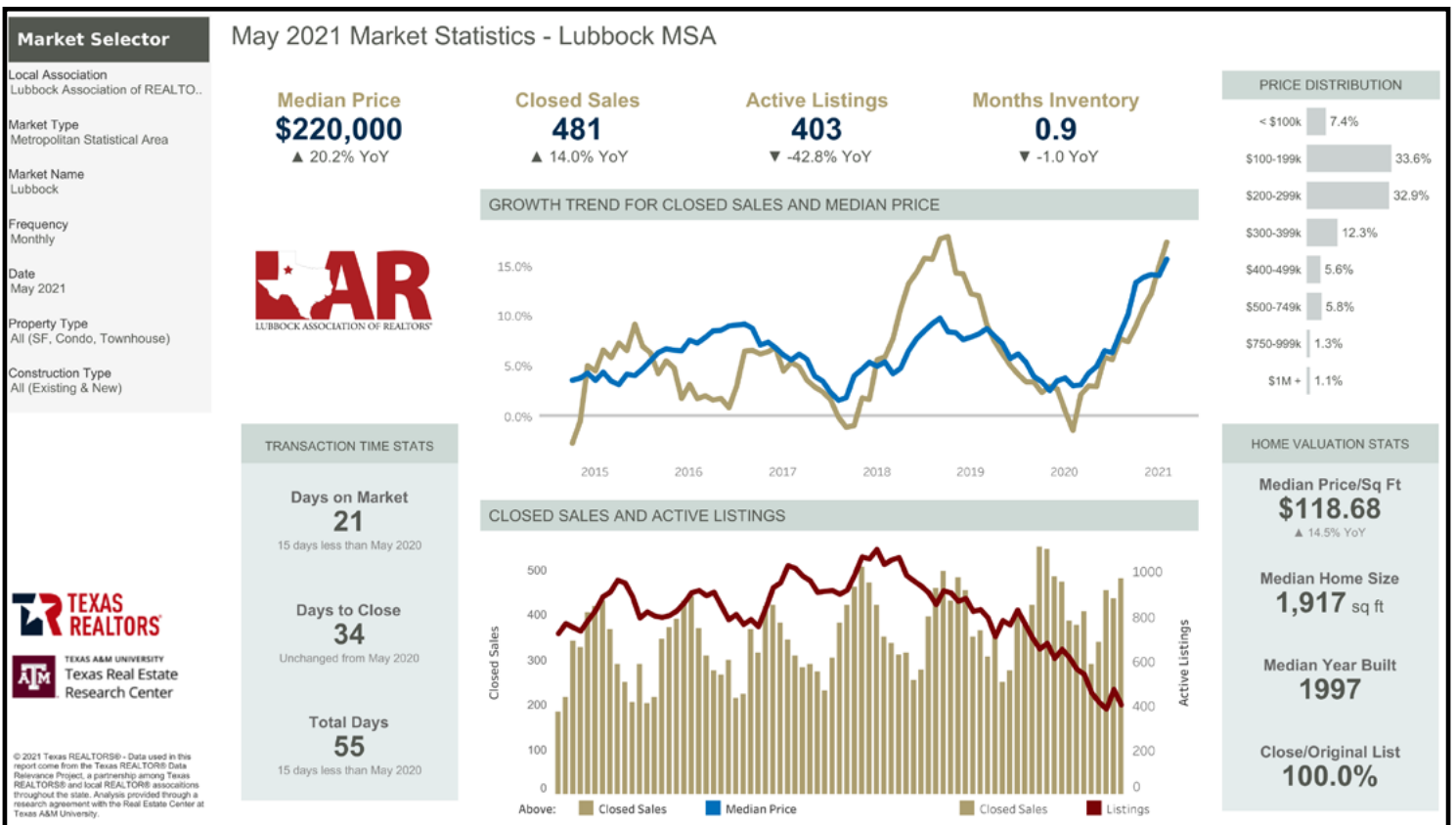




PUMP UP THE VOLUME.

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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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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.



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