



RSVP now for virtual REALTOR® Day meetings

REALTOR® Day at the Texas Capitol is a cornerstone event in the association's advocacy efforts.

This event is usually held in person at the Texas Capitol during the legislative session; however, Texas REALTORS® is adapting this year's event by hosting virtual meetings with members of the 87th Texas Legislature in March and April.

The 2021 legislative session looks different than years past, and the need for REALTORS® to advocate for Texas real estate is greater than ever.

How to participate

Visit texasrealestate.com/realtorday to RSVP for meetings with your state senator and state representative and to add the Opening Session and Closing Session to your calendar.

March 15, 10-11 a.m.: Opening Session

March 15-April 9: Meetings with Texas legislators—Scheduling is based on each legislator's availability.
April 9, 2-3 p.m. Closing Session

When are the meetings?

Texas REALTORS® is scheduling meetings with the offices of all 181 legislators. Meeting times and dates will be based on the legislators' availability.

Who will lead the meetings?

REALTORS® who serve as Key Contacts on the Texas REALTORS® Legislative Contact Teams will lead the discussions with legislators.

Please contact [Jami Sims](#) for questions about scheduling meetings with legislators or [Joanna Ramirez](#) for questions about how REALTORS® can join a Legislative Contact Team.

What's Inside

Page 4-5

2021 TREPAC Investors

See who has invested in TREPAC so far in 2021

Page 6

Tonya's Tips and Tricks

Learn how to use the interactive map feature to print labels in Rapattoni

Page 8

Property Managers Zoom

Join the Property Managers Committee for a free Zoom meeting

Pages 12

TRLP applications extended

TRLP applications now being accepted until March 26

Page 13

Catching up with NextGen YPN

Learn more about the NextGen YPN task force



What is TREPAC?

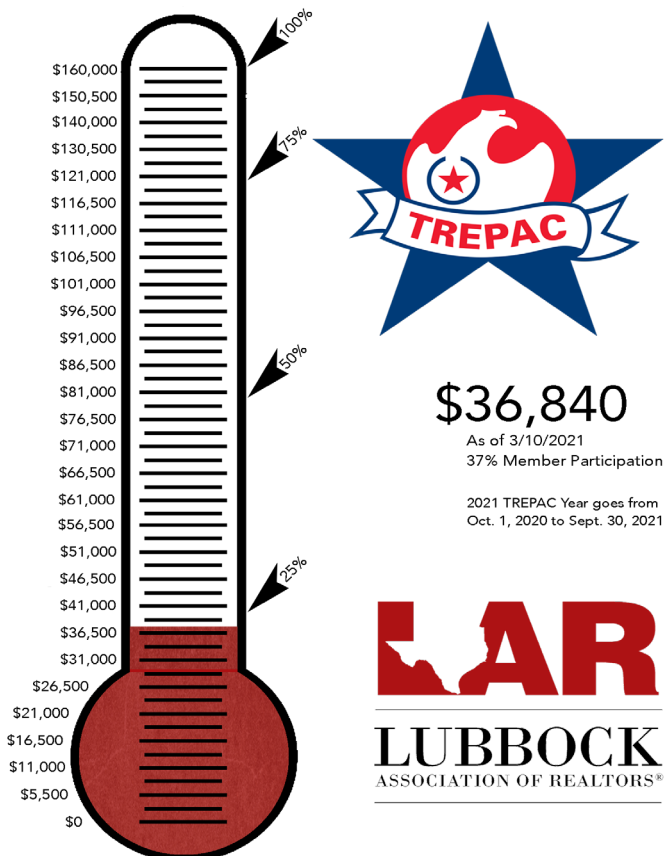
TREPAC is ESSENTIAL!

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

Tom Couture	Cindi Lea
Christine Covington	Vickie Noyola AL-Souki
Rusty DeLoach	Winn Sikes
Rich Eberhardt	Pam Titzell
Tim Garrett	Dan Williams*
Ken Harlan	Andrea Sturdivant
Amie Henry	

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



Click here to

INVEST IN TREPAC

TREPAC Investment Levels



RPAC Hall of Fame

- \$25,000+ investment throughout a career
- Lifetime achievement



RPAC Major Investor

- \$1,000+ annual investment



RPAC Platinum R Member

- \$10,000 or more invested in one year
- Sustain status by investing \$5,000 each year thereafter



RPAC Golden R Member

- \$5,000 or more invested in one year
- Sustain status by investing \$2,000 each year thereafter



RPAC Crystal R Member

- \$2,500 or more invested in one year
- Sustain status by investing \$1,500 each year thereafter



RPAC Sterling R Program

- \$1,000 annual investment



Capitol Club

- \$500 - \$999 annual investment



Lone Star Statesman

- \$250 - \$499 annual investment



110 Club Member

- \$110 - \$249 annual investment



Participation Club Member

- \$35 - \$109 annual investment



2021 TREPAC INVESTORS

Ables, Mike	Brian, Michael	Darling, Eve	Fullerton, John	Herring, Emily	Langley, Karisa
Adams, Casey	Bridges, Bruce	Davis, Doug	Furr, Renee	Herring, Stephanie	Lauer, Patricia
Addis, Dilyn	Brinson, Beth	Davis, Kendra	Gaither, Linda	Hicks, Rebecca	Lee, Lori
Alexander, Jan	Brouillette, Melissa	Day, Bobby	Garcia, Marie	Higgins, Karen	Leeson, Charity
Allen, Josh	Brown, Jeanine	Deason, David	Garcia, Robert	Hiler, J.	Leivas, Larry
Anderson, Melissa	Brownd-Pettit, Janie	DeLoach, Rusty	Garner, Charlie	Hoeve, Rose	Lemon, Hilary
Andrews, Randy	Brozo, Leigh Anne	Dement, Sherri	Garrett, Houston	Homan, Lora	Li, Han
Andrews, Rex	Bruegel, David	Demster, Laci	Garrett, Janet	Hoodenpyle, Deryl	Lindsey-Mize, Carol
Armendariz, Oscar	Burgett, Renee	Denny, David	Garrett, Mike	Hook, Robert	Lloyd, Tony
Arnold, Treasa	Burks, June	Dent, Robin	Garrett, Paul	Howard, Jacky	Long, Theresa
Arriaga, Cynthia	Burns, Toni	Dirks, Vanessa	Garrett, Tim	Hudman, Jenifer	Luman, Greg
Askins, Dewayne	Burris, Wendell	Divin, Michael	Gass, Maureen	Hughes, Hacee	Luna, Susan
Aycock, Brian	Burrous, Kim	Donaldson, Rose	George, Cayson	Hunsaker, David	Lynch, Hollis
Aycock, Sherri	Burton, Kendell	Douglass, Scottie	George, Lindsey	Hurlbut, Robin	Maddox, Eddie
Backus, Jeremy	Byers, Danny	Draughon, Libby	Ghandour, Joseph	Hust, Connie	Madewell, Jacoby
Backus, Justin	Camp, Charley	Driver, Brenda	Gilliam, Jeff	Hutson, Denae	Magar, Jamie
Backus, Susan	Canales, Nicole	Duncan, Rose	Gilmore, Teri Jo	Hutto, Haylee	Mahurin, Denise
Backus, Wayne	Cannon, Aaron	Dunlap, Andi	Givens, Rachael	Hutton, Michael	Manning, Lori
Backus, Zac	Cannon, Megan	Dunlap, Brenda	Givens, Ron	Hyde, Vanesa	Manz, Terry
Bailey, Josh	Cannon, Shawn	Dunn, Carroll	Goodblanket, Dolores	Irwin, Mark	Marley, Tonya
Bains, Jack	Carlile, Mark	Eberhardt, Alex	Graham, Matthew	Isaacs, Cheryl	Martin, Bobby
Baldner, David	Carmona, Natalie	Eberhardt, Renee	Green, Chris	Ison, Mike	Martinez, Fil
Barnett, Diane	Carrizales, Dennis	Eberhardt, Rich	Grissom, Tim	Jackson, Shandi	Mauldin, Dwayne
Barrett, Stacey	Carter, Jon Ann	Edwards, Monty	Guerrero, Debra	Jeffreys, Andrew	Mazurek, Lee
Bartley, Lane	Chavira Marquez, Aldo	Egenbacher, Randy	Gwinn, Steve	Jenkins, Krista	Mazzolini, Andy
Bartley, Lindsey	Childs, Julie	Ehlers, David	Hall, Joe	Johnson, Brady	McBroom, Holly
Bartley, Stuart	Clark, Danny	Ellington, Dan	Ham, Sharmai	Johnson, Brittany	McCasland, Brandi
Baugh, Amy	Clark, Paula	Enger, Clay	Hamersley, Tammy	Johnson, Judy	McCleskey, Kenny
Bearden, Leland	Clements, Cavette	Enloe, Andi	Hampton, Matt	Johnson, Trajen	McClure, Lee
Bearden, Stephen	Clements, Donna	Estrada, Eva	Haney, Angie	Jolley-Valentine, Jaclyn	McClure, Trish
Bednarz, Sydni	Sue	Evans, Bill	Hargrove, Benjamin	Jolly, Christy	McCormick, Brooke
Beeson, Nacole	Coggins, Janie	Evans, Moe	Harlan, Ken	Jones, Clint	McCormick, Jennifer
Bellar, Joe	Coles, Joanie	Everett West, Keta	Harlien, Amy	Jones, Janice	McDonald, Mandi
Bennett, Dylan	Combs, Kristy	Ezra, Barry	Harp, Kelly	Jones, Sarah	McFadden, Aaron
Benson, Shane	Conn, Jef	Falkenbury, Bayley	Harris, Jim	Jones, Wendy	McGuire, Mary
Beversdorf, Kam-mie	Conner, Kate	Ferguson, Linda	Harrison, David	Jordan, Nathan	McGuire, Russell
Bigham, Shari	Cook, Marla	Flenniken, Kim	Hart, Claire	Kalisiak, Susan	Meadows, Trina
Billingsley, Katie	Corbin, Laura	Flores, Derick	Harvey, Becky	Kauffman, Michelle	Meale, Leslie
Bishop, Aubry	Cotton, Shelby	Flores, Lilian	Harvey, Jo Anna	Keaton, Andrew	Mears, Cynthia
Bishop, Carol	Couture, Tom	Flud, Marsha	Hawkins, Brenda	Keese, Kelly	Medina, Velma
Bishop, Steven	Cox, Caitlin	Foley, Kevin	Haymes, David	Kennell, Crystal	Meise, Donna
Bodine, Andrea	Craft, Ty	Ford, Rochelle	Hays, Sara	Kennell, Jason	Melcher, Michelle
Boedeker, Audra	Craig, Dana	Forehand, Gena	Hayward, Braden	Kern, Kerry	Mercer, Glenda
Boesch, Elizabeth	Crawford, Autumn	Fortenberry, Chad	Hebison, Cherie	Kerr, Shea	Meredith, Cookie
Boggs, Becky	Crumph, Coby	Fowler, Cade	Hector, Max	Kingsbery, Ted	Miller, Gerald
Boggs, Larry	Curry, Connor	Fowler, Elizabeth	Heflin, Jenna	Kitten, Jerry	Miller, Kara
Bolen, Amber	Curtis, Todd	Fox, Kim	Henry, Amie	Klein, Jonathan	Miller, Karen
Boling, Sarah	Cypert, Sherri	Foy, Maverick	Hensley, Peggy	Knight, Zach	Miller, Kelsey
Bost, John	Daneshfar, Ellie	Francis, Leslie	Henson, Barbara	Koen, Gretchen	Miller, Kevin
Bowen, Debbie	Daniel, Brant	Freeman, Caroline	Hernandez, Amanda	Kruger, Jessica	Miller, Lynn
Boyd, Karleen	Daniel, Joy	Friesen, James	Hernandez, Noe	Kuhlers, Shree	
Brandt, Bob	Dannheim, Katie	Fuller, David		Lackey, Ken	

Mitchell, Billy	Paradoski, Trevor	Riebe, Jason	Sikes, Winn	Sutton, Gina	Welch, Kendra
Mojica, Cassandra	Parker, Steve	Rieff, Kendra	Simmons, Lynn	Swan, Joel	Weld, Christye
Molina, Ann Marie	Patel, Terry	Riley, Maggie	Simpson, Meagan	Sweeney, Kayla	Wells, Sharla
Moore, Brian	Patterson, Celeste	Riley, Nan	Sizemore, April	Swinburn, Dane	Wentz, Tucker
Moore, Marsha	Patterson, Nena	Roberson, Halley	Smith, Bruce	Tackitt, Lela	Westenrieder, Amy
Moore, Russ	Paxton, Todd	Roberts, Brenda	Smith, Gary	Talkmitt, Marie	Westfall, Donna
Moreland, Matt	Payne, Kari	Robertson, Amanda	Smith, Heather	Tamplen, Marcus	Whatley, Kathy
Morrow, Roger	Pearce, Lisa	Robertson, Ginger	Smith, J. Larry	Tauferner, Nate	Wheatley, Christiane
Mullen, Melody	Pearson, Justin	Robertson, Jared	Smith, Jackie	Templeton, Julie	Wheeler, Donna
Mullins, Brett	Perez, Yvonne	Rocha, Callie	Smith, Judy	Terry, Alicia	Whisenhunt, Cole
Mulsow, Randy	Perez-Ruiz, Debora	Rogers, David	Smith, Melissa	Terry, Paige	Whitby, Mary
Murfee, Patrick	Perkins, Charlotte	Rogers, Kyle	Smith, Stacy	Thoma, Leslie	White, Chanda
Murphy, Traci	Phelps, Roy	Rogers, Stacey	Smith, T.J.	Thomason, Tracy	Whitfield, Robert
Muzyka, Bob	Phillips, Gary	Romans, Dianna	Smith, Teresa	Thompson, Kerri	Whitfill, Melinda
Nanny, Mark	Phillips, Stan	Ross, Karla	Sparks, Steve	Thompson, Kyle	Wichern, La Donna
Navarrette, Kristy	Pinkert, Cisti	Rosson, Jim	Spears, Lesli	Timmens, Chelsea	Wilkinson, Cindy
Nave, Hailey	Pinkston, Makala	Rucker, Terry	Spivey, Jacob	Timmons, Betsey	Wiley, Jon
Nell, Charles	Polozola, Stacie	Saa, Lia	Stafford, Amber	Tisdale, Lynn	Williams & Co.
Nelson, Caryl Ann	Popanz, Fred	Salazar, Sarah	Stall, Brianne	Titzell, Pam	Real Estate
Nelson, John	Powell, Debbie	Salyer, Christi	Stephens Robinett, Julianne	Tjia, Catherine	Williams, Dan
Nicholas, Patsy	Prather, Jeff	Samora, Lisa	Stephens, Amy	Torres, Cinthia	Williams, Joe
Nichols, Joey	Preston, Brent	Samuels, Ruan	Stephens, Keith	Torres, Jeremias	Wilson, Keeli
Noble, Ethan	Pridmore, Micki	Sauceda, Sandra	Stephens, Kristen	Trejo, Maggie	Womack, Heather
Norris, Colby	Proctor, Amber	Seale, Cameron	Stephens, Sue	Tullis, Debby	Womack, Scott
Noyola Al-Souki, Vickie	Quigley, Landon	Seaman, Becky	Stephens, Taylor	Turner, Landon	Woodward, Robert
Oatman, Mark	Radloff, Tim	Sell, Kyla	Stokes, Sam	Turney, Lindsey	Wooldridge, Kyle
O'Brien, Mike	Randall, Jennifer	Sewell, David	Stone, Tom	Vanderburg, Rhonda	Workman, Melissa
O'Dell-Wood, Candace	Raney, Kevin	Seymore, Debbie	Stout, Denise	Vasquez, Mike	Wuthrich, Jana
Olson, Rick	Ratcliff, Emily	Shakespeare, Susan	Stringer, Johnny	Victor, Lisa	Wyatt, Drew
Overton, Marianne	Ratliff, Jason	Shanklin, Steve	Stueart, Dianna	Voelcker, Heather	Yarbrough, Dwight
Owen, Gary	Rayburn, David	Sharp, Becky	Stueart, Michael	Wagner, June	York, Karen
Owen, Trudi	Reed, Jeremy	Sherley, Britney	Sturdivant, Andrea	Walden, Whitney	Young, Charles
Pace, Allison	Reed, Ruth	Sherrard, Kristi	Sullivan, Carole	Walton, Wayne	Youngblood, Paula
Palmer, Celia	Reese, Jeff	Shields, Kerri	Suniga, Brandon	Ward, Kay	Zeitouni, Rania
Paradoski, Nina	Reeves, Taylor	Shows, Leslie	Surowiec, Gosia	Ward, Matt	Zickefoose, Kelsey
	Reyes, Melanie	Sikes, Brian	Sutherland, Kendra	Watson, Connie	Zickefoose, Lynn
	Reynolds, Ryan	Sikes, Frank		Weatherly, Tracy	



Thank you!



2021 TREPAC Investors

Tonya's MLS Tips and Tricks

Learn more about how to make labels using the Interactive Map feature!

Let's talk about CREATING LABELS.

One of the neatest features in the Interactive Map is using the Parcels layer to create labels. You may want to print them on regular paper first and then onto a sheet of labels.

Important note: While there is no limit to the number of parcels you can select or the number of labels you can print, the system tends to slow down when over 60 parcels are selected and slows to a crawl when over 75 parcels are selected. Also, you cannot choose the location of the label on the sheet. The first label is always on the top left, so it makes it a little more difficult to use up partial sheets of labels.

Step-by-Step for Labels using a Windows based computer:

1. Under Searches, choose Interactive

Map.

2. Just below the blue task bar, choose Layers.

3. On the left, click the Parcels set of layers.

4. Click Parcels in the expanded view of that set of layers.

5. Click and drag the map to the area you want.

6. Hold down the CTRL key and click on the parcels you want to select.

- You cannot select a range of parcels, you must click on each one individually.
- When you have finished selecting parcels, or if you need to move the map to select more, release the CTRL key.
- With your first CTRL click, a

pop-up will appear on the left with the information that will appear on the label.

7. When you have selected your parcels, click the Print Labels button in the pop-up on the left.

8. A list of how the labels will look will come up in a separate tab. Using your keyboard, hold down the CTRL key and the P key (does not need to be a capital P).

9. When a new window pops up, release both keys and click OK.

10. Return to Rapattoni by clicking on the Lubbock tab at the very top of your internet window.

If you need to print additional labels, click the Clear All button from the list that pops up on the left and repeat steps 5-9.



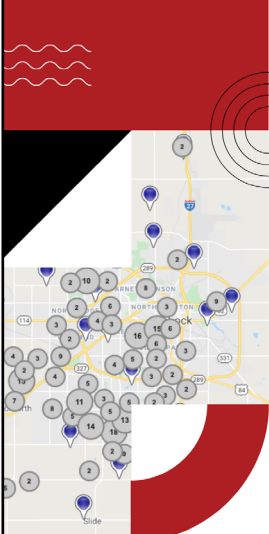
April's forum will be held on Thursday, April 1 at 9 a.m.

The forum will be held at
Alliance Credit Union
6219 TX-327 Spur on the 2nd Floor

LAR
LUBBOCK
ASSOCIATION OF REALTORS

CLICK HERE TO LEARN HOW TO

Create Labels from the Rapattoni Interactive Map



March 4-10 2021 Membership Changes



REALTOR® Membership Applications*

Raymond Roque, eXp Realty LLC
 Stone Garza, Goldenlight Realty
 Zachary Conder, eXp Realty LLC
 Justin Lowrey, Keller Williams Realty
 Jessica Cano, eXp Realty LLC
 Kason Johns, Keller Williams Realty
 Luke Bradshaw, eXp Realty LLC

Transfers

Stacy Chance, TODAY Realty, Inc., to Realty One
 Ken Harlan, RE/MAX Lubbock, to NextHome CORE Realty
 Joe Hall, RE/MAX Lubbock, to NextHome CORE Realty
 Yvonne Hernandez, Keller Williams Realty, to eXp Realty LLC
 Steve Owens, Integrity Real Estate Partners, to Progressive Properties

Cancellations

Fallon Bock, eXp Realty LLC



HAVE YOU VISITED FAIRHAVEN YET?

Fairhaven, a new fair housing simulation training for REALTORS® that uses the power of storytelling to help members identify, prevent, and address discriminatory practices in real estate. Inspired by real stories, this innovative online experience has agents work against the clock to sell homes in the fictional town of Fairhaven, while confronting discrimination in the homebuying process.

FAIRHAVEN.REALTOR



\$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**



Classes and Events

TACS3: Real Estate Marketing and Negotiation (Days 1 & 2)

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

Click [HERE](#) to register

TACS3: Real Estate Marketing and Negotiation (Days 3 & 4)

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

Click [HERE](#) to register

How Not to Accidentally Practice Law in Commercial Real Estate

Monday, March 22
10 a.m. to Noon

Click [HERE](#) to register

March Membership Meeting

Thursday, March 25
Noon to 1 p.m.

Click [HERE](#) to register

The One to Four Contract

Monday, April 5
10 a.m. to Noon

Click [HERE](#) to register

Negotiate Like a Pro

Monday, April 5
1 p.m. to 3 p.m.

Click [HERE](#) to register

New Member Orientation

Wednesday, April 7
8:30 a.m. to 1 p.m.

Click [HERE](#) to register

TREC Legal Update 1 - Commercial Focus


Wednesday, April 7
8:30 a.m. to 1 p.m.

Click [HERE](#) to register

TREC Legal Update 2 - Commercial Focus

Wednesday, April 7
1 p.m. to 5 p.m.

Click [HERE](#) to register



CE CLASS

OF THE WEEK

Negotiate Like a Pro

Monday, April 5
1 p.m. to 3 p.m.

Click [HERE](#) to register

This session will examine the “what,” “how,” and “why” of negotiating with clients, peers, and competitors. Many people and many circumstances are predictable when you focus on the 3 P’s of Negotiating - Prepare, Plan, and Perform. Course will focus on what psychologists teach and Master Agents do every transaction to make negotiating easy.



SPRING IS THE TIME TO CHANGE IT UP

SAVE 25%

on all our online real estate education

promo code **MAR25**

JOIN US FOR THE

MARCH VIRTUAL MEMBERSHIP MEETING

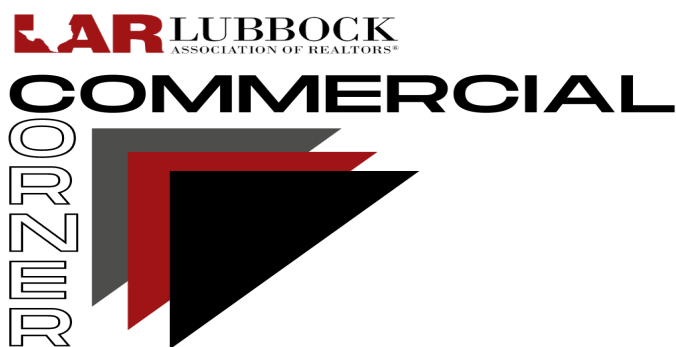
Featuring Mayor Dan Pope

THURSDAY, MARCH 25 | NOON

Click here to register







Market Recovery Survey

Making predictions is challenging even in quieter times, let alone in a year with a global pandemic. The Covid-19 pandemic will forever influence almost all aspects of our lives, including the use of real estate.

However, what history has taught us is that following the struggle years, there is generally a great expansion not only in economic terms, but also in technology, innovation, art, music, medicine and education.

Thus, as McKinsey points out, the post-pandemic recovery has the potential to accelerate change with focuses on social justice, health and wellness, remote work, households, workers, and companies.

This year, commercial real estate will slowly start recovering from the shock of Covid-19. As we noticed in the year 2020, this recovery will have its challenges and setbacks along the way. Here are the most impactful commercial real estate trends we can expect to see in 2021.

1. The effects of Covid-19 on commercial real estate will be more pronounced.

A common theme in the media for the end of 2020 was that we lived through a horrible year and 2021 would be better for us all. That statement might not be true for everyone. What history has proven is that distressed asset sales do not appear on the radar simultaneous with the start of a recession. On the heels of government assistance, borrowers and lenders may continue to wish away problems for the first part of the year. However, some in this group will not be able to hold on, especially those in the hardest-hit classes. Distressed sales throughout the hotel and retail sectors will increase toward the end of the year, but we are unlikely to reach distress levels comparable to the Great Recession.

2. These will be the asset class winners.

As retail, hotel and office prices decline between 5% and 10%, industrial, data center, life science and single-family homes will continue to increase in value. Transaction volume in favorable sectors will likely remain lower than normal, which will support higher pricing due to increased investor competition.

3. Work from home continues

While office workers stuck at home are experiencing fatigue, isolation and trouble balancing work and family life, companies will — at least for the first part of 2021 — continue with work from home policies. As a result, some companies, mainly larger organizations, will shrink their footprints as a cost-saving measure, if they are able. According to CoStar Group, corporate tenants put a record 42 million square feet of space on the office market in the second and third quarters of 2020. I believe this trend will continue through 2021.

4. Interest rates will remain low throughout 2021

The Federal Reserve is very likely to remain accommodative on monetary policy, keeping short-term interest rates low throughout 2021. Its deliberate actions should combine to provide a favorable backdrop for commercial borrowers and a continued economic recovery alike.

5. Major cities will continue to see population decline

New York City, Chicago, San Francisco, Los Angeles and more will continue to lose population. Even before Covid-19 hit, big cities had become expensive, with rents far outreaching the capacity of the middle-income American. Work-from-home policies and public health

shutdowns even further accelerated the exodus from these large metros. People are looking for cities that offer a better lifestyle, lower cost of living and better weather. Some growth cities include Austin, Texas; Raleigh, North Carolina; Nashville, Tennessee; Salt Lake City, Utah; and Charlotte, North Carolina.

6. The suburbs are cool again

As with other trends, Covid-19 is accelerating suburban growth, especially in the Sunbelt markets. While it may have been hard to believe a couple of years ago, millennials are leading a great urban exodus. They are getting married, having kids and finding their downtown apartments small and unsafe, particularly since the pandemic has stranded everyone at home. These families are seeking more space, affordability, better and more affordable education, access to nature and community connection.

7. Businesses will face the inequality that is all around us

As is common with any pandemic in our history, the lowest socioeconomic classes are affected the most. In 2021, we will see a K-shaped recovery that favors certain industries and economic groups. Under this scenario, we see companies like Amazon, Google, The Home Depot and Walmart benefit while mom and pop shops, local restaurants and other service-based professions lag. Tech fortune will reach all-time highs while lower-income, blue-collar workers will suffer the most. This inequality will be especially pronounced in commercial real estate, with small shop space reaching unprecedented vacancies and applying continued downward pressure on rent prices.

8. Affordable housing remains an issue

Even before Covid-19, millions of Americans lacked safe and affordable housing. This concern was only exacerbated because of the pandemic. The challenge in 2021 will be increasing delinquency in Class C apartments. Residents of Class C apartments have been hit the hardest, as a larger share are employed by the service economy such as hospitality and restaurants.

9. Environmental, social and corporate governance (ESG) investing steps into the spotlight

The pandemic has reinvigorated structural trends that existed before, such as an increased focus on sustainability. Sustainability has taken a central role for economies and corporations and will propel 2021 as a year of green recovery and sustainable finance. Biden's victory in the U.S. presidential election will support further momentum to this shift. According to IEA, a total of \$240 billion was invested in energy efficiency across the buildings, transport and industry sectors in 2019. This trend will only intensify in 2021, as institutional commercial real estate investors will require tracking of ESG initiatives.

10. We'll see a mainstream rise of alternative assets

Private real estate exposure will increase among asset allocators as it offers resilience in an imbalanced recovery. According to Prequin, "high equity valuations and negative yields from many government bonds are expected to push more investors toward alternative assets." Any serious asset manager or wealth advisor will add exposure to private real estate, focusing on industrial, healthcare and data centers.

Originally published in Forbes. Click [HERE](#) to access the article.



2021 Texas REALTORS® Leadership Program Applications now being accepted

Applications for the 2021 Texas REALTORS® Leadership Program are now being accepted. LAR is partnering with the Amarillo Association of REALTORS® to offer this exciting program to REALTOR® members who want to learn more about leadership skills and what it means to be a leader in the real estate industry.

Only 10 REALTOR® members from LAR will be chosen for this year's TRLP and they must commit to attending the following sessions:

- April 26 - 27 — Retreat in

- Amarillo
- May 19 — Personal Sustainability in Amarillo
- June 4 — Spokesperson Training in Amarillo
- July 9 — Your Role as a Leader in Lubbock
- August 13 — The Business of Associations in Lubbock
- September 3 — Inclusive Decision Making in Lubbock
- October (tbd) — Graduation (location to be determined)
- October 13 — Law, Legislature, and Texas REALTORS® in Austin (this could be a virtual meeting)

REALTOR® members who are chosen will be notified no later than April 2, 2021.

Tuition for the 2021 TRLP is \$250 for LAR Members and \$400 for non-members and is due by April 9, 2021.

Applications can be downloaded [HERE](#) and completed applications should be submitted to Cade Fowler at cadefowler@lubbockrealtors.com.

Applications must be submitted no later than March 26, 2021.

Don't Forget to use ShowingTime

Be sure to use ShowingTime for all listing appointments!

When inventory is low, many agents are tempted to show up at a listing without using ShowingTime. Using ShowingTime for all residential, rental and multifamily listings is required. The listing agent will set up the listing schedule and indicate when the property can be showed and how to access the property. Many listings are available for last minute showings, but you must check ShowingTime to be sure.

It is a violation of the MLS Rules and Regulations to not use ShowingTime.

Agents who do not use ShowingTime may intrude on another agent's showing, arrive at a time that is not designated for showings or enter the property incorrectly. It's not uncommon for clients to see a property they'd also like to look at. Your first step is to either use the ShowingTime app to schedule an appointment or call the ShowingTime Appointment Center at 855-920-6780.

When in doubt, be sure to check ShowingTime! Please contact Tonya Marley at 806-795-9533 or by [email](#) if you have any questions.



Catching up with NextGen

We recently sat down with one half of the NextGen/YPN dynamic duo Jeremy Reed to find out more about what NextGen is focusing on this year and to learn more about this task force. Reed and Crystal Sanchez chair the 2021 task force.

LAR — Why is affordable housing/fair housing so important for YPN to tackle?

Jeremy — YPN has, and will always be, an organization that strives to include everyone in housing, and it is more important than ever for YPN to tackle this issue as we continually strive to promote fair housing. Affordable and fair housing is about everyone having the same and equal opportunities to rent and/or own a home, and at YPN we want to educate the consumer and professionals about what it takes to be inclusive. As real estate prices continue to increase, property taxes ultimately will increase, which can lead to many homeowners feeling like they can't afford the taxes on their home any longer; our aim is to educate them on how a Realtor® can help them find options and resources so they don't get left behind in an ever-changing market.



2021 NextGen/YPN Task Force Chairs — Jeremy Reed and Crystal Sanchez

LAR — What do you hope to accomplish this year by focusing on affordable/fair housing?

Jeremy — Our main focus is to educate our professionals about what it takes to truly be

inclusive. Many people, through no fault of their own, feel ostracized in housing and we aim to rectify that this year, and subsequently every year after that.

LAR — Why are you part of YPN?
Jeremy — YPN is an organization that promotes and seeks to encompass every agent, regardless of age, with opportunities to learn and grow in their profession.

LAR — Is YPN just for young REALTORS®?

Jeremy — No, YPN is for everyone. We actively seek out new members from every generation. Whether you are a Baby Boomer or Gen Z, we want you to be part of our growing organization!



www.ypn.realtor



“
*You will
 never
 always be
 motivated,
 so you must
 learn to
 be disciplined*
 ”



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®**

Lubbock Association of REALTORS® Staff

Cade Fowler

Association Executive

cadebower@lubbockrealtors.com

Holly McBroom

Administrative Assistant

members@lubbockrealtors.com

Tonya Marley

MLS Administrator

mls@lubbockrealtors.com

Brenda Fisher

Communications Director

media@lubbockrealtors.com

Tino Vela

Key Services Administrator

keys@lubbockrealtors.com

Celeste Haley

Key Services Administrator

keys@lubbockrealtors.com

THE KEY TO ENDING DISCRIMINATION IN REAL ESTATE ISN'T THIS AD.



REALTORS® are members of the National Association of REALTORS®

If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

**If you experience or witness discrimination
 in real estate, we urge you to report it.**

Visit hud.gov/fairhousing to file a complaint with the Department of Housing and Urban Development.



Lubbock Association of
 REALTORS®
 6510 70th Street
 Lubbock, TX 79424
 P: 806-795-9533
 F: 806-791-6429
www.lubbockrealtors.com

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.