



Election Day is November 3

Election Day is Tuesday, November 3 and this year, REALTORS® are encouraged to head to the polls and make their voices heard. Early voting ended on October 30 and Lubbock voters have made a strong showing at the polls.

A total of 96,174 people voted early in 2020, already beating the total number of votes cast in 2016. 93,891 Lubbock voters cast their ballots in 2016, including on Election Day.

In Lubbock County more than 183,000

residents are registered to vote, according to www.VoteLubbock.org. That outpaces the number of those registered in Lubbock County in 2016, which was around 166,000. The Lubbock County Elections Office estimates 54 percent of Lubbock registered voters voted early in 2020.

If you haven't taken the opportunity to vote, Tuesday, November 3 is the last day. The polls will be open from 7 a.m. to 7 p.m. You can find a list of all election day polling places by clicking [HERE](#).

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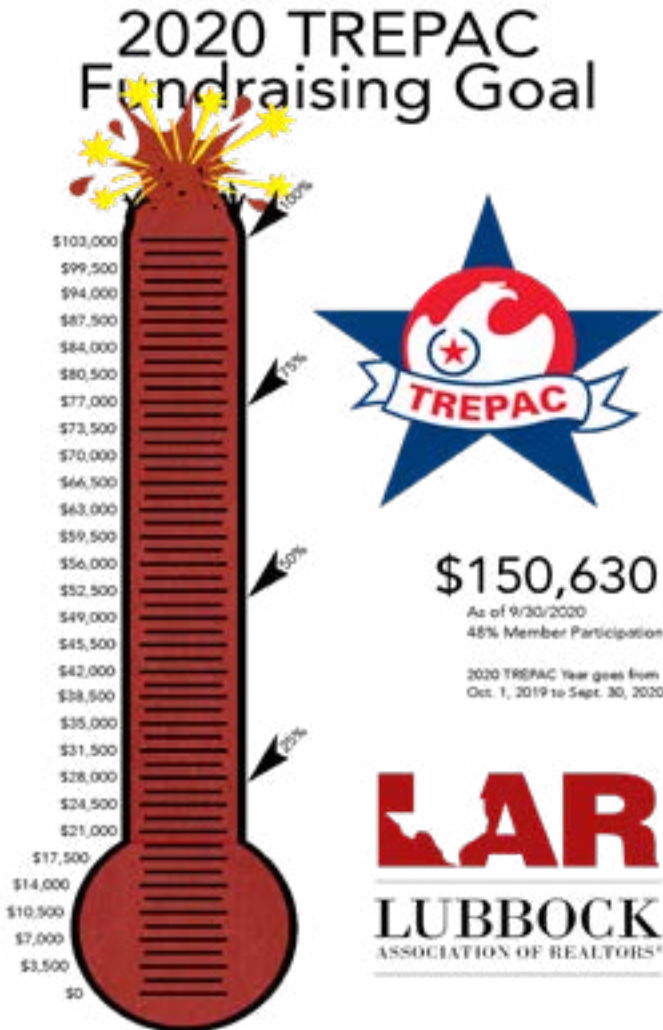
What is TREPAC?

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. REALTORS have had a seat at the table, advising on

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.



Platinum R

Jef Conn*

Golden R

Tony Lloyd*

Crystal R

Donna Sue Clements**

Tim Grissom

Vanessa Dirks**

Tammy Hamersley

Cade Fowler*

Lisa Pearce**

Marie Garcia

Teresa Smith**

Sterling R

Cynthia Arriaga

Tim Garrett

Souki

Leigh Anne

Ken Harlan

Kirk Schneider

Brozo

Amie Henry

Winn Sikes***

Lisa Carswell

Jacky Howard

Jeremy Steen

Coby Crump

Vanesa Hyde

Pam Titzell

Kathy Davis

Cheryl Isaacs

Scott Toman

Joy Daniel

Charlie Kearney

Rhonda

Rusty DeLoach

Jacoby Madewell

Vanderburg

Vanessa Dirks**

Russell McGuire

Chanda White

Rich Eberhardt

Joe Murfee

Dan Williams*

Linda Ferguson

Tara Newton

Kim Flenniken

Vickie Noyola Al-

Corporate Investors

Alliance Credit Union

Lubbock National Bank

Benchmark Mortgage

Peoples Bank

City Bank Mortgage

PrimeWest Mortgage

City First Mortgage

SouthWest Bank

Fairway Independent

Spirit Mortgage

Mortgage

Texas Tech Federal

Homes by J. Ferg Pros

Credit Union

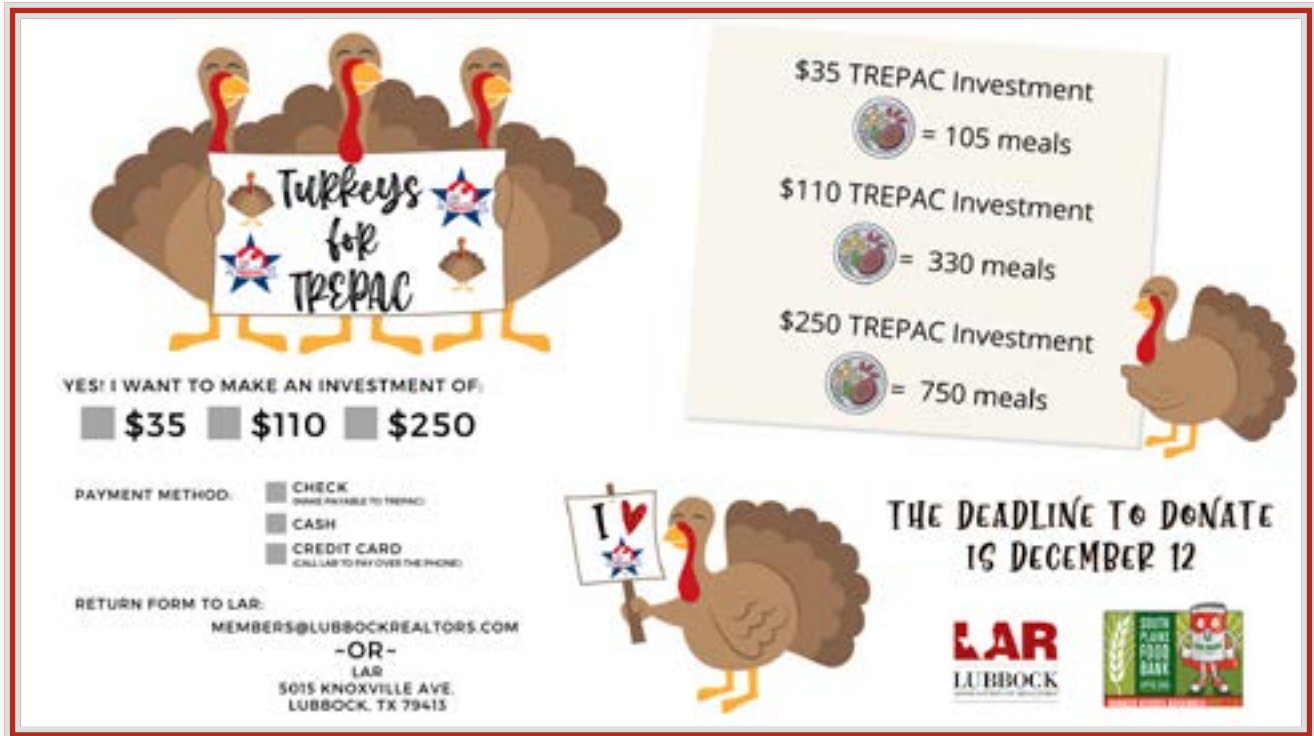
Infinity Mortgage

* President's Circle and Hall of Fame

** President's Circle

*** Hall of Fame

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.



This year, we're taking our annual Turkeys for TREPAC virtual and collecting monetary donations to benefit the South Plains Food Bank's U Can Share Food Drive. Instead of purchasing turkeys this year, we will be donating all the money to the food bank. Did you know that every dollar donated to the food bank provides three meals?

The South Plains Food Bank has seen a 70 percent increase in the number of people who have needed help this year and 40 percent of those haven't used the food bank service before.

Not only does your donation help buy food for those in need this holiday season, it's also a way for you to invest in TREPAC, which is one way you can invest in your business.



- Keeli Wilson
- Micheal Hutton
- Winn Sike
- Stacie Polozola
- Lilian Flores
- Andrea Sturdivant
- Kendra Sutherland
- Debora Perez-Ruiz
- Rose Hoeve
- Kelley Harp
- Lynn Zickefoost
- Coby Crump
- Donna Sue Clements



October Membership News

October Membership Stats

Here are the LAR membership counts as of 10/31/2020. There was an 9 percent increase from October 2019.

- 1476 — Total LAR Members
- 165 — Designated REALTOR Members
- 1241 — REALTOR Members
- 39 — Appraiser Members
- 31 — REALTOR Emeritus Members

MLS only participants*:

- 49 — MLS Only Designated REALTOR Participants
- 31 — MLS Only REALTOR subscribers
- 14 — MLS Only Appraisers

*Not all of the LAR members are MLS members.

REALTOR® Membership Applications

(Subject to successfully completing Association Orientation)

- Will Fowler, The Nicholson Agency Real Estate
- Rose Duncan, Better Homes and Garden Blu Realty
- Cameron Pierce, Exit Realty of Lubbock
- Nathan Pier, Exit Realty of Lubbock
- Lucia Huff, Amy Tapp Realty
- Shelli Echevarria, (non-MLS) Keller Williams Realty
- James Peel, West Sage, REALTORS
- Erika Hickey, Exit Realty of Lubbock
- Brianne Stall, Keller Williams Realty
- Latrice Thomas, Exit Realty of Lubbock
- Don Dorsett, Berkshire Hathaway Home Services Premier Properties
- Jeremy Reed, RE/MAX Lubbock
- Adrian Reimer, Keller Williams Realty
- Eric Granillo, eXp Realty, LLC
- Kristi Sherrard, The WestMark Companies
- Josh Espinosa, Exit Realty of Lubbock
- Dylan Bennett, Keller Williams Realty

Designated REALTOR® Membership Applications

- Hanson, Travis - Designated REALTOR
- Brick & Loft Realty

- Henry, Amie - Designated REALTOR The WestMark Companies
- Sears, Janeth - Designated REALTOR CEBU Realty Services, LLC

Transfers

- Kendyl Pirkey, RE/MAX Lubbock, to Brick & Loft Realty
- Siairra Tharp, Keller Williams Realty, to Amy Tapp Realty
- Melissa Nunez, Texas Premier Realty, to eXp Realty, LLC
- Deborah Scott-Riggs, Keller Williams Realty to Lubbock House Hunt
- Shree Kuhlert, Exit Realty to Amy Tapp Realty
- Krickett Alexander, Minnix Property Management to Martin, REALTORS
- Roseann Hewitt, TechTown Realty to Exit Realty of Lubbock
- Robert Whitfield, Keller Williams Realty, to Paxton Real Estate
- Paula Birdwell, Smith Realty, to The WestMark Companies
- Shelby Jolly, Keller Williams Realty, to Brookshire & McMinn, Brokers
- Rylie Padgett, McDougal, REALTORS, to Keller Williams Realty
- Susan Kalisiak, Lyons Realty, to Our Texas Real Estate Group
- Kelly Duncan, Amy Tapp Realty, to All Real Estate, LLC
- Jessica Kruger, The Sellers Realty, to Keller Williams Realty
- The WestMark Companies change of broker - 63 agents transferred

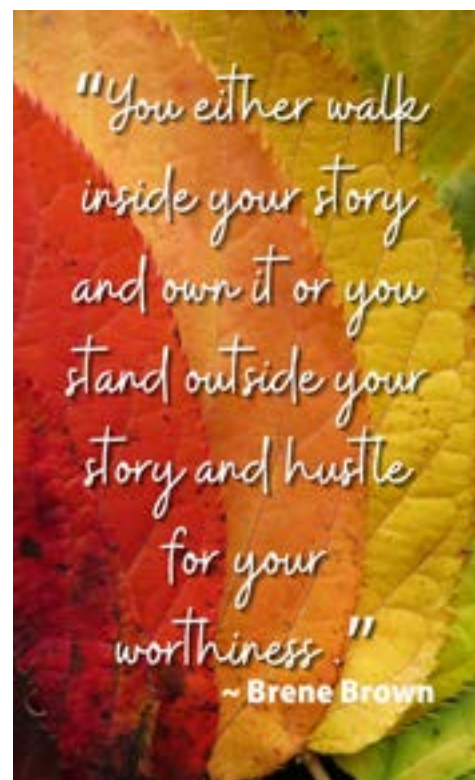
Cancellations

- Jackie Daniel, Juan Borrás, Broker - terminated
- Juan Borrás, Juan Borrás, Broker - terminated
- Dayna Purvis, Coldwell Banker Trusted Advisors
- Savannah Zhou, Keller Williams Realty
- Kelly Brownfield, McDougal, REALTORS
- Felicia Estrada, eXp Realty
- Cameron Collins, Exit Realty of Lubbock
- Shaylon Hearon, Exit Realty of Lubbock
- J'Rae Pineda, klm Real Estate
- Jessica Mauldin, McDougal, REALTORS
- Logan Buxton, eXp Realty, LLC (MLS only participant)

- Corbin Castillo, Amy Tapp Realty
- Lesley Hines, Advantage Realty
- Daryl Zipp, Texas Premier Realty
- Chris Marmolejo, Texas Premier Realty
- Ellen Phillips, Exit Realty of Lubbock
- Stephanie Williams, Lyons Realty\
- Andy Patlan, Citywide Realty Team Elite
- Robert "Mackey" McCommon, Better Homes and Garden Blu Realty

Miscellaneous Changes

- Bobby Gonzales reinstated with Exit Realty of Lubbock
- Juan Borrás, Juan Borrás, Broker, reinstated
- Jackie Daniel, Juan Borrás, Broker, reinstated with Juan Borrás, Broker
- Jake Speed reinstated with Brick & Loft Realty
- Lubbock House Hunt, new MLS Office,
- Rodney Henson Designated REALTOR
- Felicia Estrada reinstated with eXp Realty, LLC
- S. Powell Real Estate, new MLS office, John Powell Designated REALTOR
- Tracy Phernetton, Keller Williams Realty, change to non-MLS member
- Fleming Investment Properties name change to Rosewood Realty



Classes and Events

REALTOR® Launch

November 3-6

8:30 a.m. to 5 p.m.

Click [HERE](#) to register

NAR Virtual Conference

November 2-18

Click [HERE](#) to register

Golden Nuggets of Customer Service and Sales

Wednesday, November 11

9 a.m. to 11 a.m.

Click [HERE](#) to register

Virtual Tax Strategies

November 11

10 a.m. to 11:30 a.m.

Click [HERE](#) to register

List More

Thursday, November 12

1 p.m. to 5 p.m.

Click [HERE](#) to register

Agent Investor: Building Wealth with What you Know

November 17 -18

1 p.m. to 5 p.m.

Click [HERE](#) to register

The ABCs of Flipping

Friday, November 20

9 a.m. to 11 a.m.

Click [HERE](#) to register

Doing Business as Usual Won't Keep you Relevant

Friday, November 20

9 a.m. to 11 a.m.

Click [HERE](#) to register

Commercial Leasing Made Easy

Tuesday, November 24

8:30 a.m. to Noon

Click [HERE](#) to register

Run It Like a Boss: Business Planning

Tuesday, December 1

9 a.m. to 1 p.m.

Click [HERE](#) to register

New Member Orientation

Wednesday, December 2

8:30 a.m. to 1 p.m.

Click [HERE](#) to register

TREC Broker Responsibility

Thursday, December 3

9 a.m. to 4 p.m.

Click [HERE](#) to register

You Mean Real Estate Contracts Must be Written?!

Wednesday, December 9

1:30 p.m. to 4:30 p.m.

Click [HERE](#) to register

TREC Legal Update, Part 1 and 2

Thursday, December 10

Part 1 — 8:30 a.m. to 12:30 p.m.

Part 2 — 1 p.m. to 5 p.m.

Click [HERE](#) to register



You Mean Real Estate Contracts Must be Written?!

December 9

1:30 p.m. to 4:30 p.m.

Click [HERE](#) to register

Instruction will be geared to help new agents just entering the real estate industry to not only be able to complete the contract, but understand what it says and be able to explain it to their clients. This is also a good class to keep experienced agents up to date to changes as well as reinforcing their skills in contract preparation.

This class fulfills the contract class requirement for new LAR members and the TREC requirement.

This course will NOT be offered via Zoom. You must arrive prior to the class start time and stay in class while it is in session. Those who fail to arrive on time or fail to attend will forfeit the class fee and will not receive CE credit.



Tonya's MLS Tips and Tricks

Have you Heard About ShowingTime LIVE Video?

ShowingTime is pleased to announce a brand new way to conduct interactive showings: ShowingTime LIVE Video!

Currently available in select markets, ShowingTime LIVE Video allows agents to conduct LIVE video showings directly from the ShowingTime mobile app with the tap of a button, enabling their clients to participate in showings from the comfort of their homes.

In contrast to a one-way stream or 3D tour, ShowingTime LIVE Video provides a one-on-one interactive experience, similar to a traditional in-person showing. It simplifies the process by giving agents and their clients one common platform for LIVE video showings to promote interaction, while also giving agents complete control over participant settings.

The Highlights:

- One common platform for all participants; no need to switch between video apps, conference call numbers, scheduling systems, etc.
- Avoids attendee overlap. Each showing will have its own dedicated meeting link which all needed participants can utilize at the time of the appointment. No need to worry if someone is trying to join a LIVE video showing too early, or if a current meeting is running longer than expected.
- No change to an agent's scheduling routine. How appointments are scheduled and feedback is responded to remains the same.
- Agents maintain control. The buyer's agent will be set as the meeting host, giving them access to features such

as disabling a participant's video feed, muting specific attendees and reclaiming the presenter role.

- While ShowingTime LIVE Video will be offered as a premium product at a later date, we are currently offering the service at no cost to ShowingTime customers.

How It Works:

When requesting a showing, the buyer's agent selects the new LIVE Video Showing appointment type and adds their buyer to the appointment.

When the appointment is confirmed, ShowingTime LIVE Video automatically creates an individualized meeting link which is accessible by the agent within the Appointment Details page inside the ShowingTime mobile app.

The showing begins when the Join LIVE Video Showing button is tapped on the Appointment Details page. The buyer's agent is always the host, though he or she can make the listing agent or seller the camera person when necessary. The buyer's agent has full control over who does the live tour and who can speak.

The buyer's agent can add buyers to the showing so they can access the appointment using My Home by ShowingTime. This allows the buyer to join the showing directly from the My Home app by tapping the Join LIVE Video Showing button in their Appointment Details page.

What's New:

- Added an appointment subtype for buyer's agents LIVE Video Showing
- Buyer's agents and listing agents can join a confirmed LIVE video showing

using the ShowingTime mobile app

- Buyers can join a confirmed LIVE video showing using My Home (desktop or app)
- Buyer's agents and listing agents can share the participant link (but not the host link) from the ShowingTime mobile app
- Sellers cannot join a LIVE video showing unless they are the camera person, or the meeting link is shared with them directly through an email or text message

Important Notes:

- Agents must have the latest version of the ShowingTime mobile app to access the LIVE Video Showing. This feature is not available for agents on the desktop.
- Buyers must be added to the appointment request so that the LIVE Video Showing button will be available to them in the My Home app. As always, the buyer's contact details will not be shared with the listing agent.
- This is a LIVE, two-way video, not a one-way stream or a prerecorded showing. ShowingTime LIVE Video enables potential buyers to ask questions to make sure they see everything in the home, such as cupboard space, closet sizes, the side yard, etc., which are not typically shown in a 3D tour or recorded tour.

Click [HERE](#) to learn more about ShowingTime LIVE video.



All MLS members are invited and encouraged to attend the MLS Forum that is held prior to every MLS Committee Meeting from 9 a.m. to 9:30 a.m.

There is no need to register, just show up! The next forum will be held on November 5th at 9 a.m. at LAR.



JOHN WALTON
EDUCATIONAL
FOUNDATION

The John S. Walton Educational Foundation is proud to offer scholarships to full-time students pursuing higher education through Texas Tech University, Lubbock Christian University, Wayland Baptist University, and South Plains College. The foundation is funded through the generosity of the Lubbock Association of REALTORS, its members and outside donations.

Scholarships are awarded at the discretion of the Trustees of the foundation. Applicants must be recommended by a REALTOR member of the LAR. The application process for 2021 will begin around the middle of March 2021.

CLICK HERE

to donate to the Lubbock Association of REALTORS® Education Foundation

The November MLS Forum will have a presentation from the Broker Public Portal with Homesnap, www.brokerpublicportal.com – the fastest growing collaborative venture between real estate brokerages and MLSs with free leads sent directly to brokers and agents.

Over 240 MLSs and more than 1 million agents partners have become a part of the Broker Public Portal.



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Commercial Real Estate During COVID: Protect Your Assets and Find Opportunities

H Before COVID-19, it may have taken six months for a disturbance in the residential real estate market to affect commercial practitioners.

“Now, whatever’s impacting the residential industry is impacting us as well,” says Michica “Mish” Guillory, a Houston-based REALTOR® with nearly 20 years of commercial and residential real estate experience. “The evictions, the tenants bailing out of suites just like people abandoning their homes—COVID-19 has leveled everyone’s playing field.”

Guillory, who owns The Guillory Group School of Real Estate, says change has been the only constant in this new business environment. Commercial real estate practitioners should protect themselves against short-term volatility and, if possible, take advantage of excellent opportunities.

Grow Carefully

Should clients look for commercial space right now? That depends on the client, Guillory says.

“I don’t know if it is the time to open an ice cream shop right now ... people have to ask themselves, ‘Do I think my business can survive another shutdown?’ Is your business strong enough to weather another wave of COVID-19 if you personally guaranteed the loan?”

There are opportunities for those who know

what they are doing and can safely expand or buy.

“Rental prices are much better than they used to be because landlords are fighting vacancy rates. The terms of some of the landlords’ loans require they keep a certain amount of occupancy,” she says.

Some commercial property owners may want to sell because they need the cash flow.

“Some people are saying, ‘Let me buy things up now because they’re cheap. We can fill them up later.’ It’s an amazing time for people to be buying or selling commercial property.”

Expand Your Skillset

Reinforce your real estate practice, Guillory says. Perhaps earn new certifications or find new income streams. Diversify your business so that you can continue to operate if your primary services slow down or disappear.

Ask for Lease Amendments

Guillory recommends tenants and landlords amend leases to:

- Require face masks for anyone entering a suite without a tenant’s permission
- Extend commercial leases by the amount of time the state government forced businesses to shut down
- Adjust rents to match the allowed

capacity percentages of reopened businesses.

Landlords may not like or accept these terms, Guillory says, but they will likely weigh them against the risk of more vacancies.

Hire Professionals

Many agents think commercial real estate can be learned as you go, according to Guillory.

Guillory suggests hiring trained professionals, like analysts and accountants, to protect your assets. Now is not the time to experiment.

“Commercial real estate is not for the faint of heart at any time, let alone during this moment in our history,” she says.



What's Your Specialty?

Real estate is more than buying and selling houses. Learn about specialty areas of the industry and resources designed to help you succeed in these areas.

Leasing & Property Management

Access the Residential Property Management Resource, learn about Texas-specific leasing certifications, see upcoming leasing and property management webinars, and watch the Residential Lease video. [Read more](#)

Commercial

Download market-specific data for

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Stay Informed With These Resources



your commercial business, access the commercial property search, attend monthly commercial webinars, and find other commercial-focused educational opportunities. [Read more](#)

Global

Learn about economic-development initiatives and advocacy, the association's role with real estate professionals in Mexico, and the annual Texas REALTORS® International Cruise. [Read more](#)

Farm & Ranch

The Texas REALTORS® Land Institute serves real estate professionals committed to land transactions. [Read more](#)

Affordable Housing

Learn about education that helps you serve first-time and under served home buyers as well as see upcoming webinars related to affordable housing initiatives. [Read more](#)



HOUSING DISCRIMINATION? NOT IN OUR HOUSE.



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