



## Changes to the keybox policy

The LAR Board of Directors approved changes to the MLS Keybox rules based upon recommendations from the MLS Issues and Policies Committee. The following changes will go into effect on Tuesday, December 1:

- For new MLS members, the keybox deposit will be \$90 per box. After two years, agents may request to have the deposit amount reduced to \$15 per box. It is the agent's responsibility to request the change.
- Keybox credit is non-transferable
- Any MLS member who receives three keybox fines in a calendar year will be subject to the new keybox deposit requirements for a two-year period from the date of the last offense. The deposit for a keybox will be \$90 (instead of \$15) during that time. At the end of the two-year period, agents may request to have the deposit amount reduced to \$15.
- The Keybox Checkout Authorization form is required if the keybox request originates from someone other than the agent whose name is on the keybox, i.e., an unlicensed assistant, family member or another agent. This gives

## What's Inside

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#### 2020 Turkeys for TREPAC

Learn more about the 2020 Virtual Food Drive.

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#### 2021 Award Nominations

Nominate your picks for REALTOR of the Year and the Pinnacle Award.

### Page 7

#### Commercial Corner

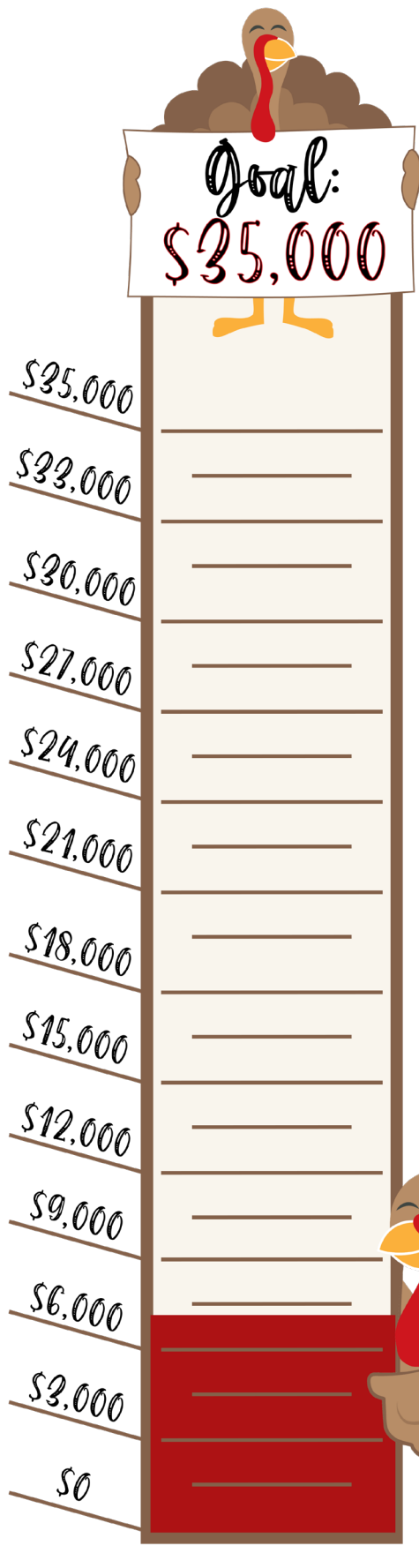
Tips for getting past the "I Can't Afford This" reaction to price

### Page 9

#### Membership Changes

Find out who is new, how is moving and who isn't with us anymore.

permission for Key Service to checkout a box in that members name, regardless of who initiated the request. This does not apply to someone picking up a box for someone else. This form can be found in the MLS Documents.

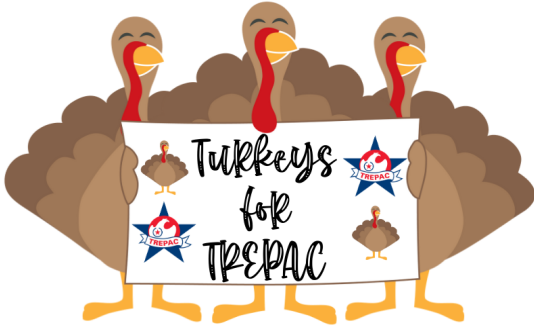


# Turkeys for TREPAC



Click  
[HERE](#)  
to make your  
investment  
today!






**Turkeys for TREPAC**


YES! I WANT TO MAKE AN INVESTMENT OF:


☐ \$35   ☐ \$110   ☐ \$250

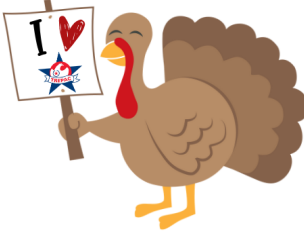
PAYMENT METHOD:   ☐ CHECK (MAKE PAYABLE TO TREPAC)  
☐ CASH  
☐ CREDIT CARD (CALL LAR TO PAY OVER THE PHONE)

RETURN FORM TO LAR:  
 MEMBERS@LUBBOCKREALTORS.COM  
 ~OR~  
 LAR  
 5015 KNOXVILLE AVE.  
 LUBBOCK, TX 79413



\$35 TREPAC Investment  
 = 105 meals

\$110 TREPAC Investment  
 = 330 meals

\$250 TREPAC Investment  
 = 750 meals



**THE DEADLINE TO DONATE  
IS DECEMBER 12**

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.

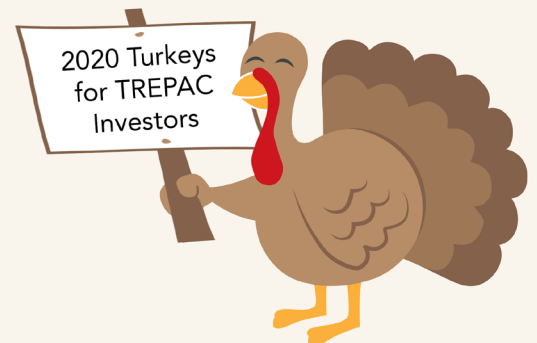
Call the LAR Office to make your Turkeys for TREPAC investment today and help us feed our community and make your 2021 TREPAC investment.

**806-795-9533**



**The deadline to invest is Dec. 12**

- |                      |                     |                     |
|----------------------|---------------------|---------------------|
| • Donna Sue Clements | • Jeff Prather      | • Kendra Sutherland |
| • Diane Barnett      | • David Rayburn     | • Pam Titzell       |
| • Jef Conn           | • Lia Saa           | • Kathy Whatley     |
| • Coby Crump         | • Ruan Samuels      | • Cindy Wilkinson   |
| • Rusty DeLoach      | • Winn Sikes        | • Keeli Wilson      |
| • Bill Evans         | • Stacy Smith       | • Lynn Zickefoose   |
| • Lilian Flores      | • Teresa Smith      |                     |
| • Kelly Harp         | • Andrea Sturdivant |                     |
| • Amie Henry         |                     |                     |
| • Max Hector         |                     |                     |
| • Rose Hoeve         |                     |                     |
| • Michael Hutton     |                     |                     |
| • Han Li             |                     |                     |
| • Lori Manning       |                     |                     |
| • Velma Medina       |                     |                     |
| • Cookie Meredith    |                     |                     |
| • Deborah Perez-Ruiz |                     |                     |
| • Stacie Polozola    |                     |                     |





# 2020 REALTOR® OF THE YEAR & PINNACLE AWARD NOMINATIONS

Nominations are being sought for the REALTOR® of the Year and Pinnacle Award.

The REALTOR® of the Year is awarded annually to REALTORS® who have most recently exhibited exemplary dedication and service to the REALTOR® profession.

The Pinnacle Award is only awarded to those REALTORS® with a long history of service to the Association and the REALTOR® profession.

The last 5 recipients of these awards are not eligible.

## REALTOR® OF THE YEAR

- Member of the LAR for at least five (5) consecutive years
- Actively served on at least five (5) committees
- Chaired at least one (1) committee
- Involved in civic and community activities
- Engaged in the Texas and/or National Association of REALTORS®
- Has earned at least one (1) professional designation
- Exemplifies a cooperative spirit toward fellow REALTORS®
- Has a reputation for professionalism - exemplifies the Code of Ethics
- Significant TREPAC investment history.

## PINNACLE AWARD

- Member of the LAR for at least ten (10) consecutive years
- Actively served on at least ten (10) committees
- Chaired at least four (4) committees
- Served at least one (1) term as a director of the LAR
- Involved in the Texas and National Association of REALTORS®
- Has earned at least one (1) professional NAR Designation (ABR, CCIM, CRS, GRI, etc.)
- Exhibits leadership in the community and civic activities
- Has a reputation for professionalism - exemplifies the Code of Ethics
- Significant TREPAC investment history.

## REALTOR® *of the Year*

Waymon Mulkey	1963	Leona Webb	1992
Jack Kastman	1964	Jack Chapman	1993
Harold Chapman	1965	Linda Chapman	1994
Jeff Wheeler	1966	Herbie Vannoy	1995
Egie Crozier	1967	Margaret Williams	1996
David Osborn	1968	Digi Fry	1997
Les Proffitt	1969	Cheryl Isaacs	1998
Ron Wright	1970	Matt Ratcliffe	1999
Kitty Harrelson	1971	Kay Key	2000
Nelson Pierce	1972	Donna Thetford	2001
Margaret Williams	1973	Bobby McQueen	2002
Darryl Berry	1974	Emily Ratcliff	2003
Johnny Gamble	1975	Gayle Ninemire	2004
Bill Stinson	1976	Linda Gaither	2005
Martha Farmer-York	1977	Sue Dickson	2006
Suzanne Murphy	1978	Howard Halford	2007
Bob Johnson	1979	Tony Lloyd	2008
Bobby McQueen	1980	Celeste Patterson	2009
Patsy Nicholas	1981	Rusty DeLoach	2010
Larry Crisler	1982	Ann Kearney	2011
Louise Knoohuizen	1983	Debora Perez-Ruiz	2012
Ernesteen Kelly	1984	Coby Crump	2013
Andrea Bell	1985	Mary Ann Grafft	2014
Carolyn Sandefur	1986	Nancy Rawls	2015
Cheryl Isaacs	1987	Ken Harlan	2016
Linda Ferguson	1988	Charlie Kearney	2017
Winn Sikes	1989	Jef Conn	2018
Beverly Albin	1990	Jacky Howard	2019
Tim Garrett	1991		

## PINNACLE *Award*

Pat Garrett	1963	Ernesteen Kelly	1992
Carroll Berryman	1964	Johnny Stringer	1993
Glenn Antwine	1965	Chris White	1994
Dale Dillingham	1966	Don Osborne	1995
Doug Howell	1967	Harold Chapman	1996
Brownie Brownlee	1968	Winn Sikes	1997
Leroy Land	1969	Louis Murfee, Jr	1998
Lee C. O'Neil	1970	Buddy Baron	1999
Jim Horton	1971	Nita Kiesling	2000
Buddy Barron	1972	Pat Garrett	2001
Jack McQueen	1973	Linda Ferguson	2002
Don Harris	1974	Joe Murfee	2003
Egie Crozier	1975	Carolyn Sandefur	2004
Glenn Antwine	1976	Brownie Brownlee	2005
Don Osborne	1977	John Walton	2006
Brownie Brownlee	1978	Cheryl Isaacs	2007
Darryl Berry	1979	*None*	2008
Jess Stinson	1980	Aubry Bishop	2009
David Hewitt	1981	*None*	2010
Bill Stinson	1982	Bobby McQueen	2011
John Walton	1983	*None*	2012
Sid Shavor	1984	Gayle Ninemire	2013
Bobby McQueen	1985	Tim Garrett	2014
Nita Kiesling	1986	Kirk Schneider	2015
Joe Murfee	1987	Linda Gaither	2016
Suzanne Johnson	1988	Emily Ratcliff	2016
Rick Canup	1989	Tony Lloyd	2017
Martha York	1990	Ann Kearney	2018
Jim Riddle	1991	Rusty DeLoach	2019



# Classes and Events

## 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



## 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

Did you know that as a license holder you have legal requirements and regulations for engaging in the real estate business?

Perhaps you also belong to a trade association connected to the real estate business that has a code of conduct and you see that as a requirement for engaging in the business. There is more to your requirements than a trade association's expectations.

It is every license holder's responsibility to know and operate under the current laws applicable to their license. The course covers the requirements Texas law places upon all license holders regarding ethical conduct when facilitating a real estate transaction.

Required courses for all TREC licensees not grandfathered from CE.



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



## Save on GE Appliances with your NAR Member Benefits

Exclusive for REALTORS®!  
Receive exceptional savings on GE Appliances' extensive line of high-quality home appliances to fit your budget and style.

This new REALTOR Benefits® Program offer provides savings on popular products, including Profile™, Cafe™, GE®, Monogram®, Haier, and Hotpoint® appliances:

- Refrigerators
- Freezers
- Dishwashers
- Icemakers
- Ranges/cooktops
- Wall ovens
- Washers and dryers
- Air conditioners, and more



**NEW NAR BENEFIT**  
*home AND lifestyle*

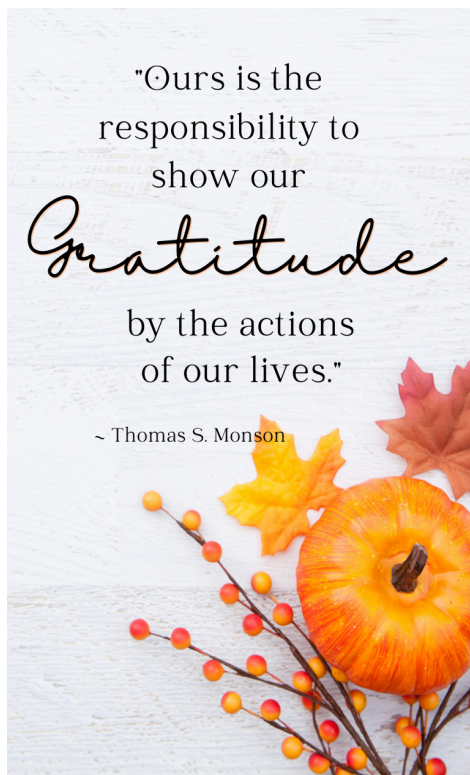


In-home delivery, installation, and haul-away services are also offered, where available.

Plus, once you set up your account, you can refer clients, friends, and family members to pass along the same great NAR member discounts, where available.

Bonus Savings!

Opt-in for the GE Appliances Store email communications to be the first to know about special sales events for REALTORS® during peak savings times such as Black Friday events, holiday promotions, and more.



**This is your chance to be heard!  
Bring your ideas and concerns  
to the MLS Committee**

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 December 3rd at 9 a.m. at LAR.



• **2021 COMMITTEE AND TASK FORCE VOLUNTEER FORM** •  
**WE NEED YOUR TALENTS, SKILLS AND EXPERTISE!**

*We are a member driven association; we rely on volunteers to help guide the association. Please help us bring the best programs and services to LAR, keep up-to-date on issues that directly affect your business and develop leadership skills. Volunteer for as many committees as you have time for. Committee appointments run from January 1, to December 31, 2021.*

• **STANDING COMMITTEES** •

- ☐ **COMMERCIAL SERVICES**  
*Recommend, promote and initiate education and services specifically for commercial practitioners.*  
**MEETS AS NEEDED**
- ☐ **EDUCATION**  
*Identifies, coordinates and promotes education programs and courses offered by LAR.*  
**MEETS 8-10 TIMES PER YEAR**
- ☐ **FINANCE**  
*Reviews the monthly financial report as it relates to LAR's budget and makes recommendations on LAR's finances. Limited to REALTOR® members.*  
**MEETS MONTHLY**
- ☐ **GOVERNMENT AFFAIRS/TREPAC**  
*Stays informed of issues directly affecting REALTORS® and private property owners, conducts candidate interviews, participates in and promotes REALTOR® Day at the Texas Capitol in legislative years, organizes and conducts fundraising for TREPAC.*  
**MEETS 10-12 TIMES PER YEAR**
- ☐ **MULTIPLE LISTING ISSUES AND POLICIES**  
*Makes recommendations on the Multiple Listing Service rules and regulations, the system itself, educates the membership on the system, serves as liaisons to their office.*  
**MEETS 10-12 TIMES PER YEAR**
- ☐ **PROGRAMS AND LUNCHEONS**  
*Plans association luncheons and other special events.*  
**MEETS 10-12 TIMES PER YEAR**

- ☐ **STRATEGIC PLANNING**  
*Reviews LAR's strategic plan for progress and makes recommendations and helps guide the future of the association.*  
**MEETS 2-3 TIMES PER YEAR**
- ☐ **PROPERTY INVESTORS AND MANAGERS**  
*Recommends, promotes and initiates education, programs and services for property managers and investors.*  
**MEETS AS NEEDED**
- ☐ **UNITED WAY**  
*Administers LAR's fund drive for the Lubbock Area United Way.*  
**MEETS 4-6 TIMES PER YEAR FROM MAY TO AUGUST**

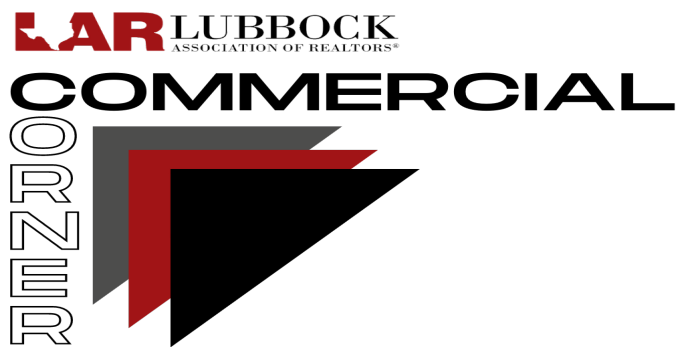
• **TASK FORCES** •

- ☐ **KEYBOX FEASIBILITY TASK FORCE (LIMITED SPACE)**  
*Examines the Association keybox vendor to address all business specialty needs.*  
**MEETS AS NEEDED**
- ☐ **INSTALLATION AND AWARDS BANQUET**  
*Plans LAR's annual installation and awards banquet.*  
**MEETS 10-12 TIMES PER YEAR**
- ☐ **NEXTGEN REALTORS® YOUNG PROFESSIONALS NETWORK**  
*For the young in age, heart and business! Focuses on networking, community service and education.*  
**MEETS 8-10 TIMES PER YEAR**
- ☐ **WALK WITH PRIDE**  
*Plans and implements LAR's campaign to provide new shoes to children in need for the school year.*  
**MEETS 4-5 TIMES BETWEEN JULY AND SEPTEMBER**
- ☐ **WEBSITE FEASIBILITY TASK FORCE (LIMITED SPACE)**  
*Plans and implements LAR's campaign to provide new shoes to children in need for the school year.*  
**MEETS AS NEEDED**

NAME: \_\_\_\_\_  
 COMPANY: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_  
 PHONE: \_\_\_\_\_

Please return this form to Cade Fowler at  
 cdefowler@lubbockrealtors.com by **December 11, 2020**





## What to Do With the “I Can’t Afford It” Objection

**A**t some point in your career, you’ll encounter the “I can’t afford it” speech from a prospective client. You’ve laid out a flawless pitch for a property that is perfect for your client and they are ready to make the deal happen. Then the bottom falls out as soon as you mention the price.

The topic of price can turn a lively discussion into a one-dimensional rejection. They either have the money to invest or they don’t, right? In most cases, it’s not quite so simple and getting clients past the initial “sticker shock” will help you close the deal.

Here are some ways to handle the financial lack objection and keep them interested in the sale:

### Focus on what they’ll gain from the purchase

As soon as you mention money, the tone of the conversation changes. Instead of focusing on what this new building will mean for a client’s business, they could be focusing on what they have to lose if the price is higher than they expect. One way to do this is to focus on the issues with their current property and show them how this new property will resolve those problems.

For example, if parking is an issue at their current location, remind them that this property comes with ample parking that will make it easier for their customers to patronize their business. By focusing on

the positive aspects of the property, you can help your clients realize this is about more than money, it’s about efficiency and productivity and solving the problems your clients identified during the discovery phase.

Be ready to address their current problems and show

them how this investment will benefit them in the long run and what they’ll gain from working with you.

### Attempt to understand why they don’t believe that they can afford it

Instead of just accepting the “I can’t afford this” answer, dig a little deeper to find out what is really going on. Most of the time, the client has come to you to find a property and they have the funding to do so. What is really holding them up?

Allow your client time to elaborate on the reason they feel they can’t afford the price of the property. By remaining silent for a few seconds, you allow your client to give you a better insight into their decision-making process. People will often reveal valuable information during that awkward lull in



the conversation. Sales is about listening to what people want and providing it.

### Put more emphasis on the relationship than the sale

Real estate transactions require trust between the client and the agent. If you haven’t built up a good rapport with a client, the issue of price could be an instant deal breaker. Even if you prospect seems like a lost cause, try to be a resource to them. They may not work with you now, but they might become a client in the future or refer someone else to you.

Despite your best efforts, some clients just won’t be able to get past the sticker shock to complete the deal. You want to remain helpful, so your clients see you as a resource. It reminds them of the value you can offer them when they are ready to complete the deal.

## November 17-22 Membership News

### REALTOR® Membership Applications

(Subject to successfully completing Association Orientation)

Leslie Shows, Exit Realty of Lubbock  
 Micheal Box, Keller Williams Realty  
 Chris Abers, Wright Realty and Design  
 Jarrod Carter, Better Homes and Gardens  
 Blu Realty  
 Brandon Suniga, Keller Williams Realty

### Transfers

Suzanne Ward, Coldwell Banker Trusted  
 Advisors, to Amy Tapp Realty

### Cancellations

Douglas Freitag, All Real Estate, LLC  
 Elizabeth Belmares, eXp Realty, LLC

### Miscellaneous Changes

Bob Brunson, Brunson Real Estate,  
 reinstated



## How effective is the Association's Ad Campaign?

A recent survey of 1,000 adults across Texas shows favorable results from this year's Texas REALTORS® advertising campaign. The ads, which build on messaging from NAR's "That's Who We R" campaign, have been running on line on radio, and on billboards. A few highlights from the survey:

- 93% agreed they would benefit from a REALTOR®'s market knowledge, up 17 percentage points from a similar survey two years ago.
- 90% agreed that a REALTOR® can take care of the details of a transaction, up 16 percentage points.
- 83% believe that a REALTOR® can help negotiate the details of a transaction, up 13 percentage points.
- 78% agree that Texas REALTORS® work together to fight for property rights (a new question this year).
- 38% recalled seeing or hearing an ad from Texas REALTORS® (unaided recall). Two-thirds remembered seeing an ad when shown an example.
- 85% of those viewing the ad said it gave them a positive impression of Texas REALTORS®.

**LAR LUBBOCK**  
ASSOCIATION OF REALTORS®

THE LUBBOCK ASSOCIATION OF REALTORS® INVITES YOU TO

*Connect*  
**WITH US**

Keep up to date with the latest news  
and information from LAR by  
following us on social media

 @lubbockrealtors

 @lubbockrealtors

 @RealtorsLubbock

 Lubbock Association of REALTORS®

 Lubbock Association of REALTORS®

**LAR LUBBOCK**  
ASSOCIATION OF REALTORS®

*Happy Thanksgiving*

THE LAR OFFICE WILL BE CLOSED STARTING ON  
WEDNESDAY, NOVEMBER 25 TO CELEBRATE  
THANKSGIVING. THE OFFICE WILL REOPEN ON  
MONDAY, NOVEMBER 30

The LAR Board of Directors and Staff hope you have a happy  
and safe Thanksgiving holiday.

Lubbock Association  
of REALTORS® Staff

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YOUR FUTURE.**

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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.