



Lubbock Mayor Dan Pope, left, talks about the importance of proposed Frenship ISD bond election coming up in November. Also pictured Lubbock Chamber President Gabe Vitela, West Texas Home Builders Association President Bryce Daniel, Lubbock Apartment Association President Drew Gray, LAR President Ken Harlan, and Frenship Long Range Planning Committee Member Brad Ingram.

LAR endorses Frenship ISD bond

LAR joined forces with the Lubbock Chamber, the Lubbock Apartment Association, and the West Texas Homebuilders Association to show support for the Frenship ISD's upcoming bond election on Wednesday, October 7 at a press conference held at the People's Bank

President Ken Harlan addressed the attendees and news media on behalf of the association.

"Strong schools help build strong communities," Harlan said. "Which in

turn, creates more opportunities for homeownership."

The total bond amount will be \$299,700,000, which Frenship ISD will use to add a second high school, another middle school and elementary school. It will also be used to renovate existing schools.

The monthly impact on homeowners would be about \$1.12 and annually \$13.44. If the bond passes, it would raise the tax rate from \$1.42 per \$100 valuation to \$1.4281 per \$100 valuation.

What's Inside

Page 3

2020 Turkeys for TREPAC

Learn about the program and make your investment early!

Page 5

United Way's Impact

Learn about how many people the United Way helps in your area

Page 7

Classes and Event Schedule

See what classes and events are happening at LAR

Page 10

LAR Commercial Corner

Learn more about the NAR Leadership Academy commercial focus

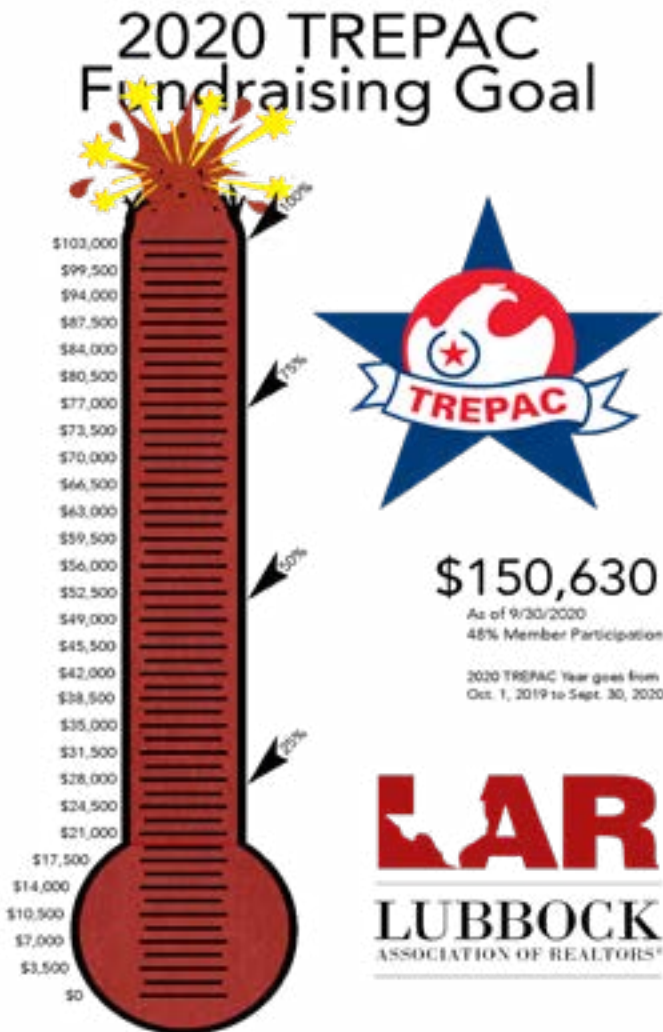
What is TREPAC?

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.



2020 TREPAC Major Investors

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.

YES! I WANT TO MAKE AN INVESTMENT OF:

\$35 \$110 \$250

PAYMENT METHOD:

CHECK
(CHECKS 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

LAR LUBBOCK

SOUTH PLAINS FOOD BANK

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.

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

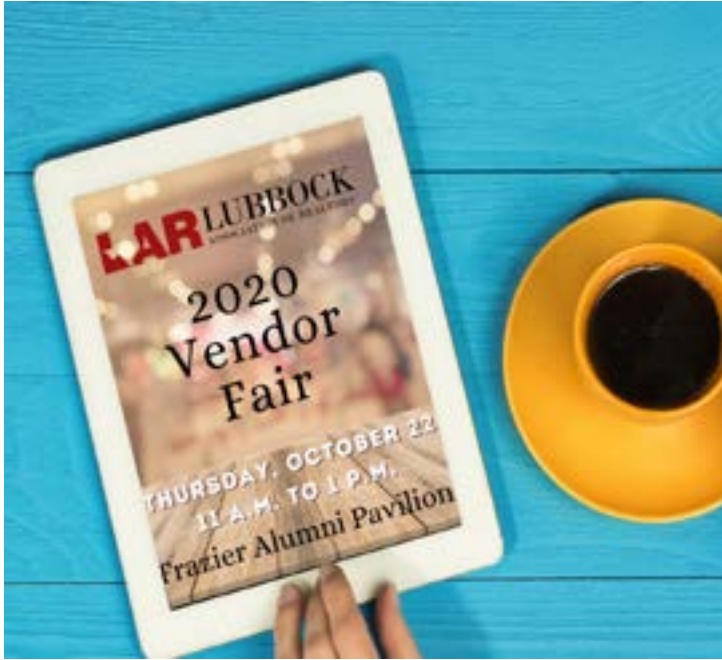
A Texas REALTOR® investing \$250 to \$499 in one year becomes a Lone Star Statesman.

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.



The 2020 LAR Vendor Fair is coming soon!

Mark your calendars now for this fun annual event!

It's time once again for the annual LAR Vendor Fair. This year, the fair will be held on October 22, 2020 from 11 a.m. to 1 p.m. at the Frazier Alumni Pavilion. Masks are required while attending the Vendor Fair. Social distancing policies will be in effect as well. We want to make sure everyone is safe while at this year's vendor fair.

This is always a very fun event that members look forward to every year. We are accepting registrations for vendor booths/

tables. The booths are assigned on a first-come, first paid basis, so be sure to claim yours before the booths are all gone!

On average, more than 200 REALTOR® Members attend the Vendor Fair. It's a fantastic way to make some great contacts, make some new friends and hang out with your old friends.

Lunch will be provided by Texas Tech Catering and will be served starting at 11:30 a.m.

Booth Prices:
\$100 for Active LAR Affiliate Members
\$200 for Nonmembers
\$250 for a booth with a dedicated monitor
\$25 for screen advertising

The deadline to register is October 15 at 5 p.m.

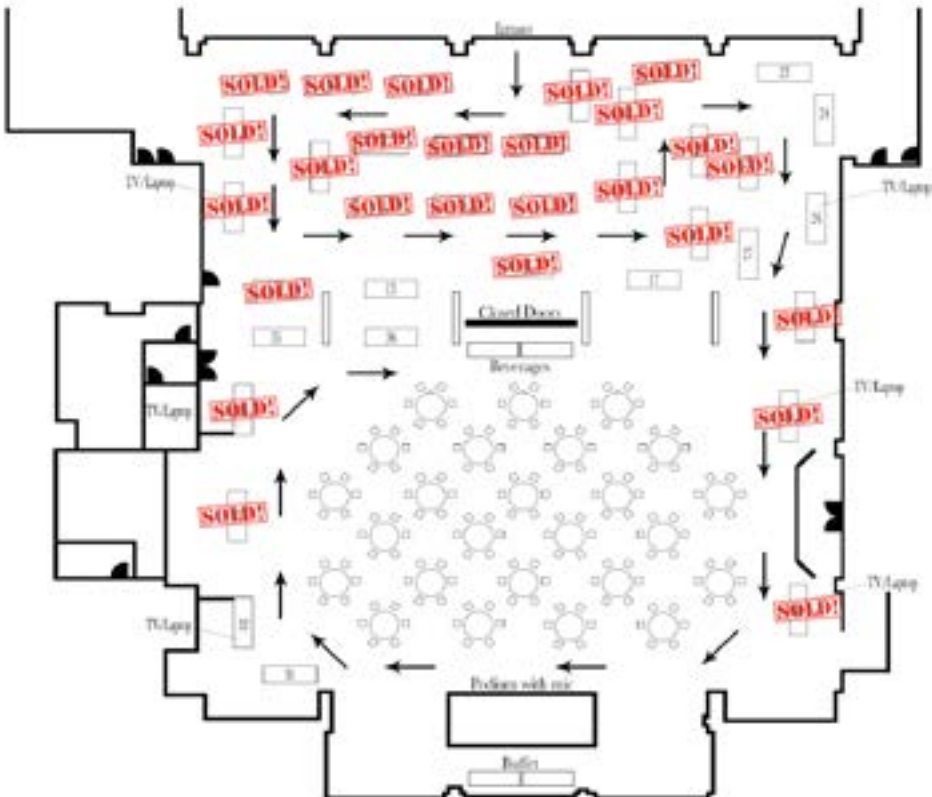
LAR LUBBOCK

ASSOCIATION OF REALTORS®

2020 Vendor Fair

October 22, 2020 | 11 a.m. to 1 p.m.

Deadline to register is October 15 at 5 p.m.



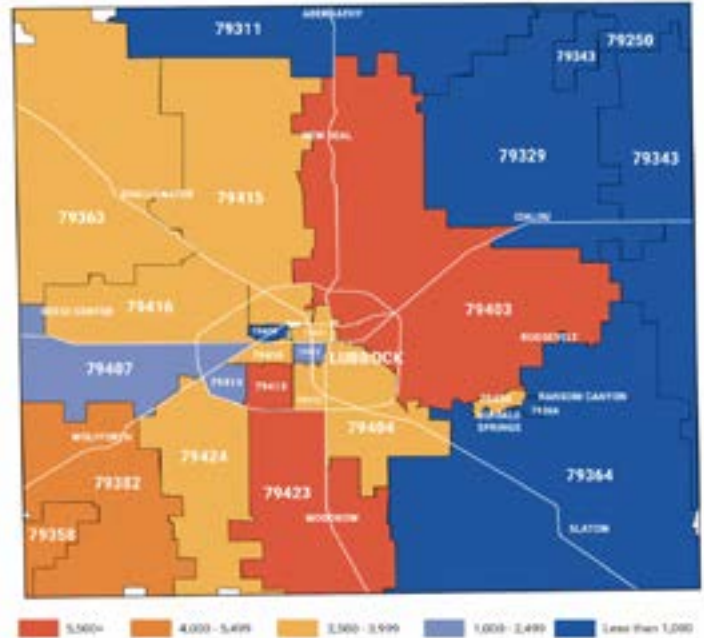
Click here for the Vendor Registration Form

How many people did United Way Community Partners serve in your zip code?

Our main priority is making a lasting impact in our community. In 2019, United Way funded programs that impacted 110,801 lives across the South Plains Region. This includes individuals who received services from multiple Community Partners. Children, parents, and individuals are better equipped to live their fullest potential because of the remarkable support of United Way donors and volunteers.

Lubbock Area United Way Community Partners serve a 15-county area. Within Lubbock County, services are not just concentrated in one section of the city. The heat map above shows how many people were served in each zip code in 2019 in Lubbock County.

You can help United Way and its Community Partners change more lives on the South Plains when you make your gift as part of our United Way campaign.



Deadline to purchase has been extended to October 22!

WANT TO GET AWAY TO A CABIN IN THE WOODS IN RUIDOSO AND SUPPORT THE LUBBOCK AREA UNITED WAY?

Enter LAR's United Way Raffle to win your chance to stay in a beautiful four bedroom + Loft, two bath lodge located in Alto Lakes Golf and Country Club Estates. The home sits at the corner of Fort Stanton Road and Alto Drive, just one mile north of Ski Run Road and Ruidoso Winter Park Tubing and five miles north of downtown Ruidoso.

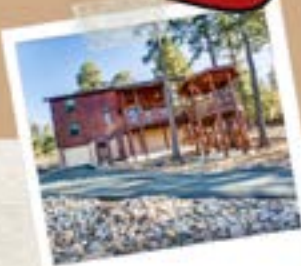
The lucky winner can choose from a Friday - Saturday stay or 4 days during the week. The winner will be chosen during the Vendor Fair on October 22. You don't need to be present to win.

A special Thank You! to Lindsey and Stuart Bartley for graciously donating this lodge stay!

**\$10 FOR 1 TICKET
\$25 FOR 5 TICKETS**

123456J LAR LUBBOCK

CALL CADE OR BRENDA AT LAR AT 806-795-9533 TO PURCHASE YOUR TICKETS TODAY



October 1-10 Membership Statistics

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®

Designated REALTOR® Membership Applications

Travis Hanson, Brick & Loft Realty

October 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

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

October Cancellations

Jackie Daniel, Juan Borrás, Broker
Juan Borrás, Juan Borrás, Broker
Dayna Purvis, Coldwell Banker Trusted Advisors



Run It Like a Boss: Business Planning

Friday, October 23, 2020

9 a.m. to 1 p.m.

Click [HERE](#) to register

This course by Reba Saxon is for real estate professionals whether new or experienced. It is designed to increase success of real estate agents by training them to use established business practices from goal setting and tracking results.

List More

Friday, October 23, 2020

9 a.m. to 1 p.m.

Click [HERE](#) to register

This course by Reba Saxon is for real estate professionals whether new or experienced. It is designed to increase success of real estate agents by training them to use established business practices from goal setting and tracking results.



Classes and Events

Getting Started with RPR

Tuesday, October 13
3 p.m. to 4 p.m.
Click [HERE](#) to register

Mastering Buyer Representation

Wednesday, October 14
9 a.m. to 11 a.m.
Click [HERE](#) to register

Commercial Luncheon

Thursday, October 15
Noon
Click [HERE](#) to register

At Home with Diversity

Friday, October 16
8:30 a.m. to 5 p.m.
Click [HERE](#) to register

Understanding Agency

Monday, October 19
9 a.m. to 11 a.m.
Click [HERE](#) to register

LAR Vendor Fair

Thursday, October 22
11 a.m. to 12:30 p.m.
Click [HERE](#) to register

Run It Like a Boss: Business Planning

Friday, October 23
9 a.m. to 1 p.m.
Click [HERE](#) to register

List More

Tuesday, October 27
1 p.m. to 5 p.m.
Click [HERE](#) to register

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

Tuesday, October 27
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

New Member Orientation

Wednesday, December 2
8:30 a.m. to 1 p.m.
Click [HERE](#) to register



Tonya's MLS Tips and Tricks

Learn how to use Trendgraphix to access important stats for your listings

Trendgraphix is a powerful tool with lots of charts and graphs, and options to further refine and customize the information. Access to this information can be found in three places:

1. In Rapattoni it is in the black toolbar under Trends.
2. On the LAR website in Quick Links as TrendVision
3. In the buttons below the red menu as Trends Statistics

It is very easy to use, but there is a lot of information. It may seem overwhelming at first. If you don't find what you need on your own, I'm available to schedule a hands-on demonstration that will cover:

- How to fill out the search criteria to use the charts and tables
- The five tabs in the main section. Each tab contains a drop down list of up to 10 reports.
- Each report contains a graph and a table of information, but there is also a Market Highlight that contains a summary of the information in the report
- Above the tabs are buttons to Email, Print, Save Graph, Market Summary and Post-2-Web, making it easy to share this information in almost any way you can think of.
- The Post-2-Web option allows you to get the HTML code to post to your website and can also include a lead generation form, and the Market Highlights.
- Need help talking about the information found here? Click on the "i" in the green button at the very top left hand corner. This contains tips on talking to buyers and sellers about Supply and demand, price per square foot, DOM, and average prices. There are also videos and transcripts of the text from the videos as well.
- The Glossary of Data Terms in the top right corner
- The Quick Guide also contains valuable information including how it is calculated, its purpose, how to use it, and what you should know.
- In the Search Criteria there are several options in the Select a Location section including county, city, and zip code. You can only select one Location, however, you can select multiple items within that location. Multiple zones or multiple sub-zones, but not a zone and a sub-zone. The zip code locations do not work at this time.
- When using the Search Criteria Select a Location, remember the "Area" is our zone, and the "subdivision" is our sub-zone
- There are Property Types and Price Range options
- In the Select Date Range, there are predefined date ranges on a quarterly and annual basis going back 15 years, and 15 month reports going back 15 years.

However, we only started using Rapattoni on December 10, 2013.

- There are drop downs for square foot range, condition of sale, bedrooms, full baths, half baths, and year built located below the Date Range in the search criteria.
- When using the search criteria section, be sure to click one of the show chart buttons located at the top and bottom of the section.
- Once you click the show chart button you have access to all the charts and tables in the main section, customized to your search criteria.

MLS Forum

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.

This is an opportunity to talk about your MLS related issues, give suggestions, and hear the latest about Rapattoni, ShowingTime and more! These forums are designed to help you understand and use the MLS better.

There is no need to preregister, just show up! The next forum is November 5th at 9:00 a.m. at LAR.

New construction showings using the ShowingTime App

We have been made aware of an ongoing problem when agents are showing new construction properties without using the ShowingTime app.

Many of these properties have security systems and agents have been entering without the security code to turn off the alarm. This results in a false alarm fee the builder is required to pay.

It is imperative that if you show a new construction property, you access it through the ShowingTime app. The alarm security code is available through ShowingTime app. If you have questions about how to use ShowingTime or need help accessing a listing, please call LAR at 806-795-9533.



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®



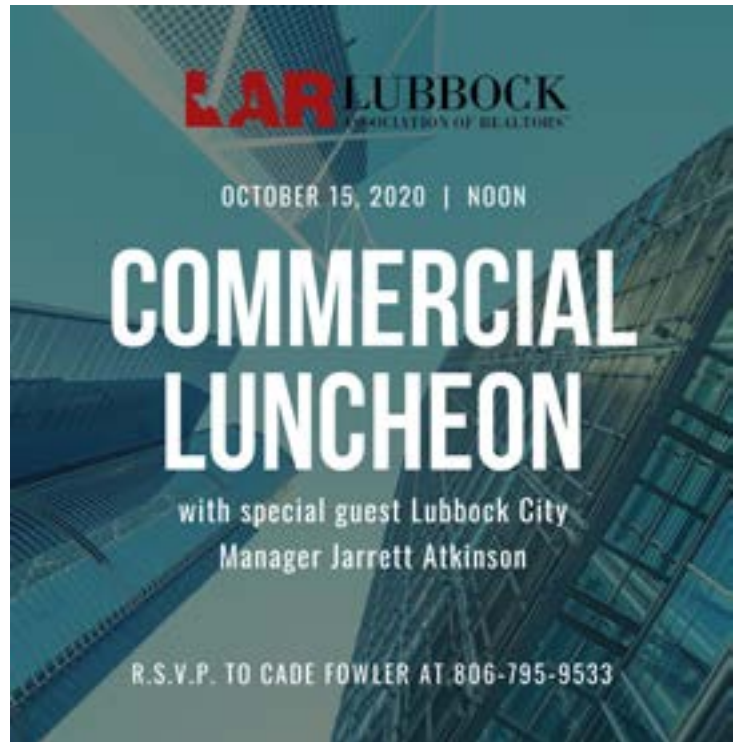
**JOHN WALTON
EDUCATIONAL
FOUNDATION**

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.



to donate to the Lubbock Association of REALTORS® Education Foundation



NAR Leadership Academy adds commercial focus

Learn about the program before the 2022 application period launches

One way people become strong leaders is by learning from others. For the past 12 years, the National Association of REALTORS® Leadership Academy has been identifying, inspiring, and mentoring emerging leaders. Academy participants hone their leadership skills while learning about institutional, industry, and association issues.

Spots for commercial REALTORS®

Now NAR has added a commercial focus to the academy curriculum, and, for the class of 2022, three slots are dedicated to members engaged in commercial real estate. The application period for the 2022 class opens Dec. 2, 2020, so now is the time to consider applying.

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



Events designed for you

Texas REALTORS® hosts several events throughout the year that provide you with industry updates and other information affecting your business. Visit texasrealestate.com for the latest schedule.

Texas REALTORS® Winter Meeting

This is the association business event for REALTORS®. Primarily committee and business meetings, attendees are interested in contributing to the association's vision and goals.

Texas REALTORS® Conference

This helps you expand your network, get

Lubbock Association of REALTORS® Staff

Cade Fowler

Association Executive

cadefowler@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



Stay Informed With These Resources



expert advice, and find products and services specifically for you. Choose from courses offering more than 40 hours of continuing education credit, and attend the free Trade Expo to connect with more than 150 vendors offering tools that make your job easier.

Texas REALTORS® 360 Regional Meetings

These are hosted all over Texas. These meetings bring Texas REALTORS® leaders to you. Attend to learn about the latest state and national issues affecting your business and to share your ideas and concerns with local and state REALTOR® leaders.

Your membership in Texas REALTORS® is your path to a thriving real estate market, satisfied clients, and a growing business. We are here to help you excel with programs, services, events, and resources tailored to your needs.

[Click here to learn how we help you achieve success.](#)



NOVEMBER 2-18, 2020

CLICK HERE

FOR MORE INFORMATION ABOUT THE
2020 NATIONAL ASSOCIATION OF
REALTORS® ANNUAL CONFERENCE



Lubbock Association of
REALTORS®
5105 Knoxville Ave.
Lubbock, TX 79413
P: 806-795-9533
F: 806-791-6429
www.lubbockrealtors.com