



Vendor Fair a huge Success!

This year's Vendor Fair is in the books and we want to thank everyone who participated. We had more than 25 vendors participate and saw more than 120 LAR members stop by. Thank you to Trend West Mortgage for being this year's sponsor.

We want to thank all the vendors that participated:

Joe Bellar Real Estate Inspections; Gifts Matter; Forster Construction; X8 Environmental; Rusty's Bug Stop; Kemper Health; HomeTech Inspections; Hart Moving and Storage; Totality Coordinating; Carpet Tech; Bug Tech; CT Roofing; Daily 80, Earl's Home Warranty; West Texas Real Estate Inspection; Townsend Agency; West

Texas Pool People; Elite Credit Repair; LBK Roofing; Real Estate Mktg. Pro; Affiliated Tax Solutions; and Fat Matt Roofing.

We also want to congratulate the following LAR Members for winning the vendor prizes:

Donna Meise; Sharla Wells; Beth Myers; Reb Lopez; Jenn Trengove; Cindi Simmons; Zeta Ray; Shari Bigham; Joe Williams; Donna Sue Clements; Angela Smith; Josiah Kopacz; Lynn Miller; Melinda Whitfill; Bayley Falkenbury; Lilian Flores; Polly Earhart; Thena Ramesh; Jeanie Brown-Pettit; Coby Crump; Patricia Reynolds; Sharla Rosentreter; Renee Taylor; and Ken Harlan

What's Inside

Page 3

2020 Turkeys for TREPAC

Learn about the program and make your investment early!

Page 5

LAR Classes and Events

See what is happening at LAR over the next few months!

Page 6

MLS Tips and Tricks

Learn more about how to use Rap-
patoni to pull MLS statistics

Page 8

Housing Statistics

See how the housing market looked during the third quarter

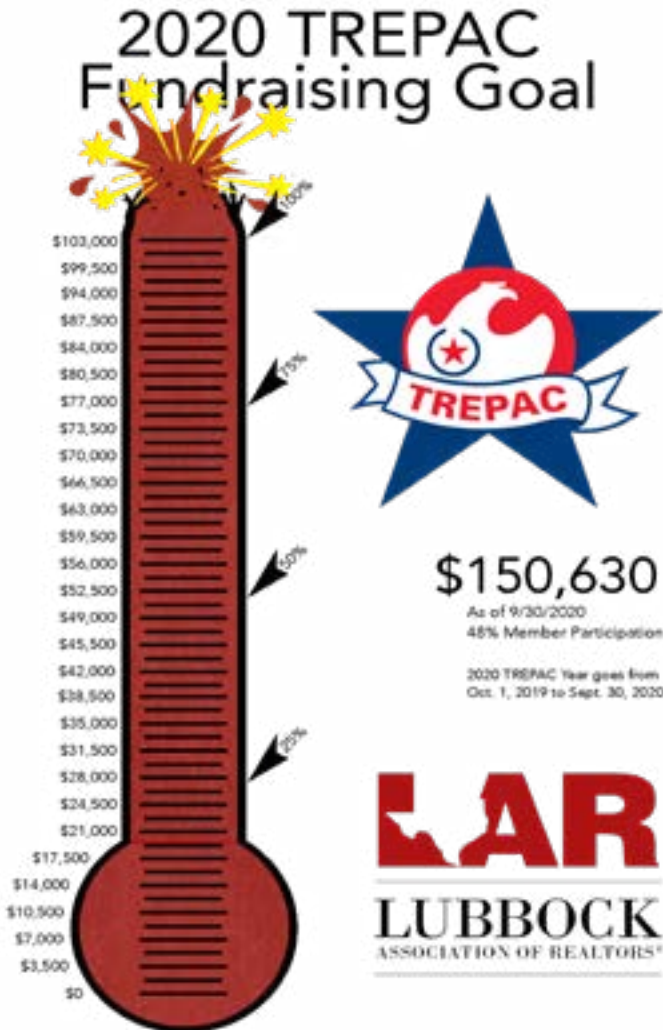
What is TREPAC?

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

THE DEADLINE TO DONATE
IS DECEMBER 12

LAR
LUBBOCK

U CAN SHARE 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.

October 11-24 Membership Statistics



REALTOR® Membership Applications

(Subject to successfully completing Association Orientation)

Erika Hickey, Exit Realty of Lubbock
Brienne 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

Transfers

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

Miscellaneous Changes

Jake Speed reinstated with Brick & Lofty 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

Cancellations

Savannah Zhou, Keller Williams Realty
Kelly Brownfield, McDougal, REALTORS
Felicia Estrada, eXp Realty
Cameron Collins, Exit Realty of Lubbock

Designated REALTOR® Membership Applications

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

REALTOR® Launch

November 3-6

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

Click [HERE](#) to register

You must attend all four days to receive credit.

In this intense class, you will gain insight on how to handle your transactions. This program will include tools such as: prospecting, creating business opportunities, understanding buyer and seller expectations, and your role throughout the real estate transaction.

Insight into other roles by subject matter experts such as Appraisers, Inspectors, Insurance Agents, Lenders, Title Companies, etc. will also be made available throughout the program. You will have hands-on, interactive experience to help you with your business before you even have business.

Students must attend via Zoom



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

Classes and Events

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

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



OWN YOUR PRESENT. EMPOWER YOUR FUTURE.

You can lead the way. Commitment to Excellence empowers you to enhance and showcase your high level of professionalism. It gives you an advantage in an increasingly competitive market and shows consumers you're committed to conducting business at the highest standard. Be committed to excellence.

Get started with this award winning program today at [C2EX.realtor](https://www.c2ex.realtor).



COMMITMENT TO EXCELLENCE

C2EX.realtor



Tonya's MLS Tips and Tricks

Learn how to use MLS statistics on Rapattoni

If you have looked at the Step by Step guides mentioned in the first statistics article, many of the steps are the same. The difference comes in selecting the report you want to use. This article goes over some of those reports and the Statistical Summary.

After selecting the criteria you want to include in your statistics report, you click on Statistics (instead of Search) in the blue task bar. The page that comes up is the Statistical Summary. This may be all the information you need. It does have a drop down menu on the far right side that allows you to choose Statistics Only, Chart Only, or both.

There is a star you can click so it will remember your default choice next time. From this page you can print or email from the blue task bar at the top left. Also in the blue task bar is the Reports button.

The list of Reports include:

- Area Market Survey by Area with Listing Price Range, Quantity, Average DOM, and Summary Price Info fields for each Zone.
- Market Statistics Report by Area with a breakdown of Active, Pending and Sold information based on the number of bedrooms
- Area Market Survey similar to the Area Market Survey by Area report, except the numbers are for all Zones together
- Market Statistics Report similar to the Market Statistics Report by Area, except the numbers are for all

Zones together

- Ranking Report allows you to pull rankings by Office or Agent, display the number you want displayed, sort by Dollar Volume or Number of Transactions, and include Sold Counts based off Listing, Selling, or Both, along with options on if or how to include Co-Agents
- Statistical Market Analysis includes information about the number of listings, various price information, Total Volume, and Avg DOM for the statuses selected. There is also a Cooperative Sales table which includes Coop Sales and In House Sales information.
- Monthly NAR Report allows you to pull detailed information broken down by Property Type, and Property Sub-Type, as well as totals. If you get the Monthly Residential Report Tonya creates each month, this is where she gets that information.
- There are step by step instructions for the Ranking Report and the Monthly NAR Report under Links, Links & Documents.



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.

We Believe in Helping Our Community

For more than twenty years, Lubbock Area United Way has published the Community Status Report to present research and data on important community indicators. This report provides statistics on safety, economics, health, education, population, as well as a more in-depth look at local mental health. The featured section of the 2020 publication includes key findings from the Meadows Mental Health Policy Institute's (MMHPI) comprehensive assessment of Lubbock's mental health needs.

Our hope is that access to this information leads to better awareness and understanding of some of the underlying issues and problems facing our community today. While this report will show various areas where improvement is needed, it also highlights progress that has been made across priorities and other areas of concern. By realistically assessing the needs of our community, we can begin to identify the additional resources and collaborations needed to achieve sustainable community improvements.

Now more than ever, this need for community collaboration is abundantly



clear. As COVID-19 swept through the South Plains community, the needs of our neighbors shifted faster than ever before. While organizations across the community immediately began addressing these needs and filling service gaps across the South Plains, the existing issues many of our neighbors face on a "good day" were amplified. Sustaining programs, increased collaboration, and access to information and resources will continue to be crucial to effectively serve all in need.

Lubbock Area United Way has been at the forefront of community-wide awareness and impact for nearly 75 years. This is made entirely possible by partners willing to stand by our side to create long-term positive impact, and by a community dedicated to becoming the best it can be. With your support, we will continue Giving · People · Hope.



LAR LUBBOCK
ASSOCIATION OF REALTORS®
THE LUBBOCK ASSOCIATION OF REALTORS® INVITES YOU TO

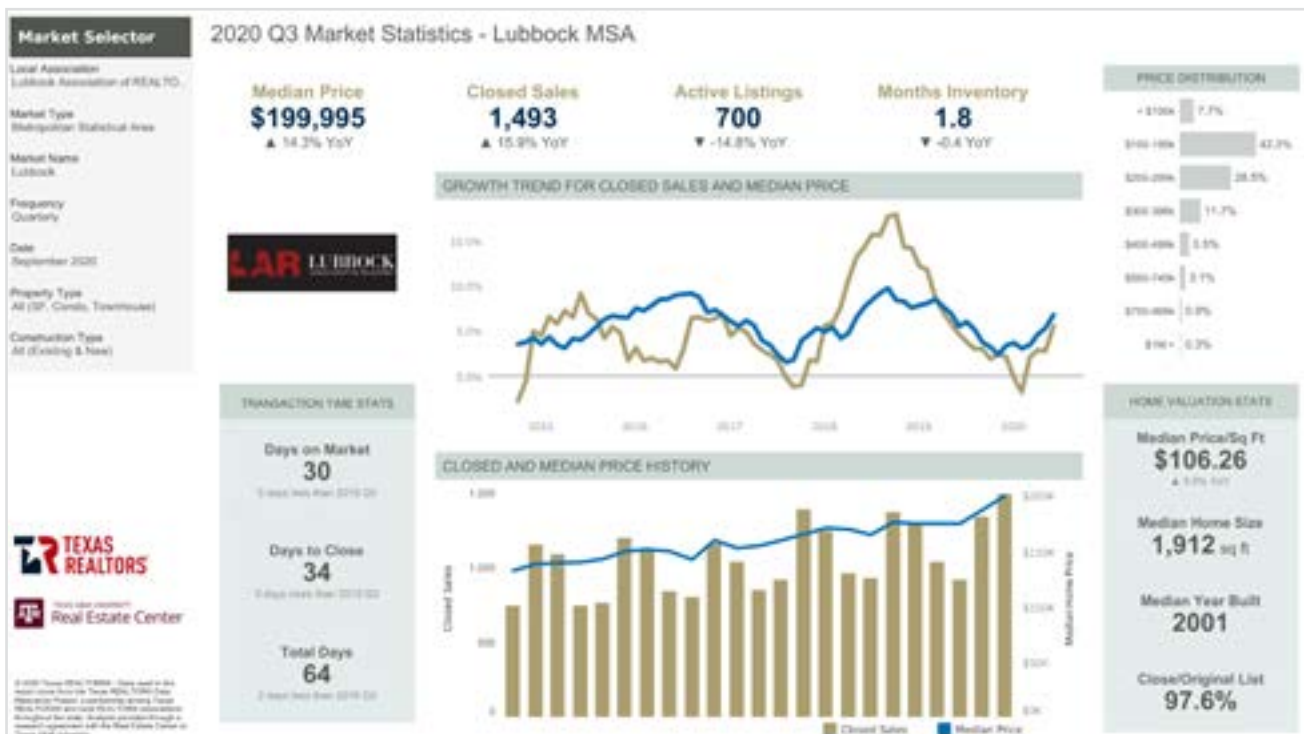
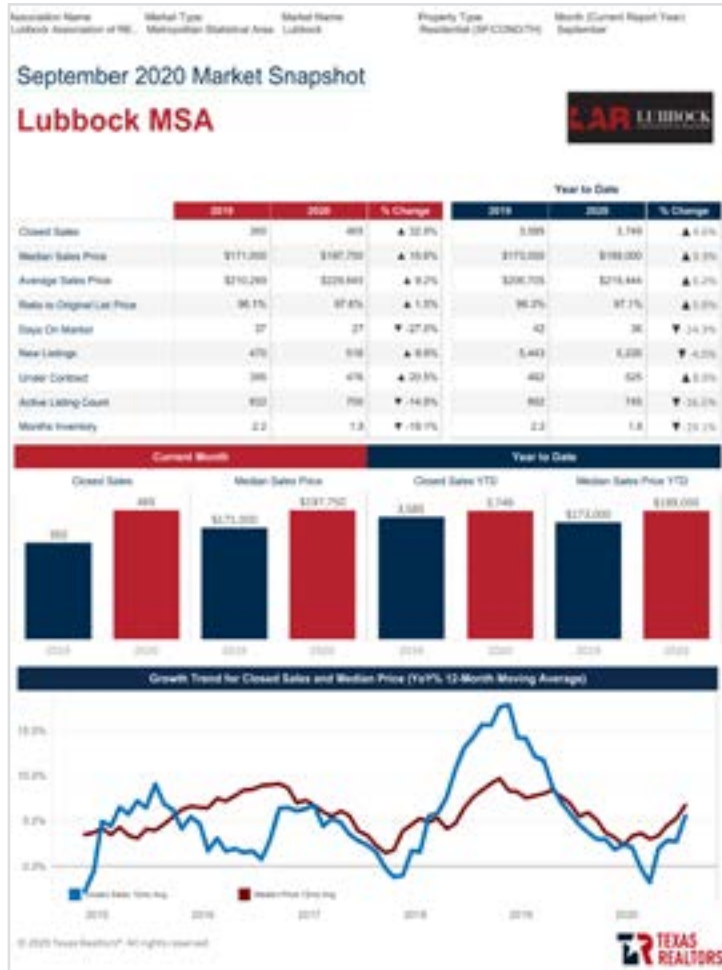
Connect
WITH US

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®

CONGRATS LISA PEARCE!

Lisa's name was drawn during the 2020 LAR Vendor Fair as the winner of the LAR/United Way raffle. Lisa has won a stay at the vacation home of Lindsey and Stuart Bartley in Ruidoso!





Coronavirus: Housing Providers FAQs

Housing providers have special considerations when it comes to their residents. How they can protect them? What precautions should they take? How they can insure the building is protected and sustainable. This FAQ answers those questions.

In addition, NAR has published two videos – [The Eviction Moratorium](#), and [Next Up: Eviction Moratorium and Need for Rental Assistance](#) – to discuss the eviction moratorium, and to explain what the CDC order means to housing providers and commercial practitioners around the country.

Download the FAQs [HERE](#).

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



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