

February President's Message

Happy February Lubbock Real Producers! This time of year is all about showing your love for the people in your life. It's also a great time to show your love and appreciation for the Lubbock Association of REALTORS® by participating in one of the many events we have coming up over the next few months!

One of the ways LAR shows its love to its members is through our MLS and the Connect Dashboard. You have an amazing resource at your fingertips that is filled with useful information to make your business thrive. You can customize the Connect Dashboard with your own personal links to truly make it your own.

LAR is your association, and it is stronger when we have member participation. But what does that mean? Our committees and staff work hard to organize classes, events and meetings that help you build your business. Show your appreciation by not only attending but also inviting a colleague to participate as well. These classes and events are designed to provide you with the most up to date information to help you be an industry professional,

which allows you to showcase your REALTOR® value with your community.

TREPAC is a big priority for LAR and we held our annual TREPAC Major Investor dinner on February 23. We finished up our Turkeys for TREPAC event at the end of last year which gave us a great start to our TREPAC investments for 2023. The Major Investor dinner was a huge success and we are well on our way to meeting our goal of 100 Major Investors in 2023. Will you be one of them?

Texas REALTORS® is showing its love to its members by offering a new healthcare member benefit. If you haven't checked this new benefit out yet, you should! For more information contact Texas REALTORS® at 833-287-4765.

We have had a great start to the year and let's keep the momentum going! Here are a few ways you can show your appreciation for LAR, strengthen your business and promote your REALTOR® values:

- Attend a monthly membership luncheon
- Attend an in-person class at LAR



- Attend a TREPAC event

I look forward to seeing you at an event or class this year at LAR. Sending lots of love and success your way.

Best,


What's Inside

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2023 TREPAC Major Investors

See who has made the investment in their businesses and became a Major Investor this year.

Pages 4-5

January Membership Stats

See who joined, who transferred and who cancelled their membership at LAR in January.

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TR Winter Meeting Update

LAR Leadership attended the TR Winter Meeting. See what they learned.

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Classes and Events

See what classes and events are being offered at LAR.



#PURPLESOLUTION

2023 TREPAC Major Investors

PLATINUM R
Jef Conn*

GOLDEN R
Donna Sue Clements***
Rich Eberhardt**
Cade Fowler*
Tony Lloyd*
Lisa Pearce*
Teresa Smith**

CRYSTAL R
Joe Bellar
Coby Crump
Vanessa Dirks**
Amie Henry
Vanessa Hyde**
Lia Irvin**

STERLING R

Oscar Armendariz Danae Barker Chris Brooks** Leigh Anne Brozo Tyler Chaney Ed Clements Amy Cox Tom Couture Rusty DeLoach Lauren Egert Judi Fillingim Kim Flenniken Jay Galea Tim Garrett Tim Grissom Tammy Hamersley Ken Harlan Jacky Howard	Michael Hutton Cheryl Isaacs Nathan Jordan Josh Lashaway Ashley Laycock Cindi Lea Charity Leeson Hillary Martin Mary McGuire Bobby McQueen Joe L. Murfee, III Tara Newton Colby Norris** Vickie Noyola Al-Souki Celeste Patterson Todd Paxton Debora Perez-Ruiz Ethan Quisenberry Jason Ratliff	Jason Riebe Kyle Rogers** Randy Runquist Stacey Rogers Crystal Sanchez** Winn Sikes*** Lesli Spears Jeremy Steen** Andrea Sturdivant** Renee Taylor Bambi Temple Tracy Thomason Pam Titzell Scott Toman Sharla Wells Chanda White Dan Williams Keeli Wilson Shelley Woodbridge
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CORPORATE MAJOR INVESTORS

ABC Bank Mortgage Alliance Credit Union Benchmark Mortgage Cardinal Financial City Bank Mortgage Lubbock National Bank	Peoples Bank PrimeWest Mortgage Spirit Mortgage Texas Tech Credit Union Thrive Mortgage
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* President's Circle and Hall of Fame | ** President's Circle | ***Hall of Fame

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.

January Membership Stats



REALTOR® Membership Applications*

Kent Carroll, Brady Collier, Broker
 Paloma Herrera, Keller Williams Realty
 Kathryn Collieran, Keller Williams Realty
 Zach Knight, Taylor Reid Realty
 Jade Ellis, Keller Williams Realty
 James Peel, West Sage, REALTORS
 Cuyler Crum, Exit Realty of Lubbock
 Daniel Martinez, Exit Realty of Lubbock
 Ryan Johnson, Location Rentals
 Julia Macias, Reside Real Estate Co.
 Rachel Harris, eXp Realty LLC
 Matthew Heers, Bray Real Estate Group
 Nikki Cuevas, Amy Tapp Realty
 Ashley Sawyer, Better Homes and Gardens
 Blu Realty
 Dusty Staggs, Madewell Real Estate Company
 Megan Williamson, L3 Brokers
 Chris Wilkins, Location Rentals
 Michael Norsworthy, Keller Williams Realty
 Brian Messer, Reside Real Estate Co.
 Candace Couture, Reside Real Estate Co.
 June Salas, eXp Realty LLC

Designated REALTORS®

Bagwill, Shane, Integrity Real Estate Group

Transfers

Sarah Jones, Chaney Realty to Steadfast Realty, LLC
 Kim Gonzalez, Wyatt Realty to eXp Realty
 Whitney Pendergrass, Keller Williams Realty to Reside Real Estate Co.
 Cinthia Torres, Steadfast Realty to Reside Real Estate Co.
 Shelby Bentley, Keller Williams Realty, to Reside Real Estate Co.
 Molly Melendez, Exit Realty to Reside Real Estate Co.

Angela Winegar, Progressive Properties to Keller Williams Realty
 Miran Hill, Progressive Properties, to Madewell Real Estate Company
 Tiffani Vasquez, Keller Williams Realty, to Madewell Real Estate Company
 Danyelle, Brashear, Chaney Realty, to Pat Garrett, REALTORS
 Justin Brashear, Chaney Realty, to Pat Garrett, REALTORS
 Mikayla Arredondo, Redondo 5 Realty, to Reside Real Estate Co.
 Cassie Bermea, Canzell Realty, to Reside Real Estate Co.
 Anneke Boer, Keller Williams Realty, to Reside Real Estate Co.
 Priscilla Casanova-Vasquez, to Reside Real Estate Co.
 Michaela Perez, Redondo 5 Realty, to Reside Real Estate Co.
 Amy Rohrer, Keller Williams Realty, to Reside Real Estate Co.
 Arlene Massie, Amy Tapp Realty, to Citywide Realty Team Elite
 Brian Britton, Amy Tapp Realty, to Berkshire Hathaway HomeServices Premier Properties
 Andrew Albares, eXp Realty LLC, to Our Texas Real Estate Group
 Alex Reyes, Redondo 5 Realty, to Reside Real Estate Co.
 Jesus Cazares, Chaney Realty, to Perched Real Estate Company
 Callie Noland, Keller Williams Realty, to Exit Realty of Lubbock
 Lisa Ashmore, Berkshire Hathaway Home Services Premier Properties, to Amy Tapp Realty
 Fallon Bocko, New Home Brokers, to Keller Williams Realty
 Sarah Jones, Steadfast Realty, LLC, to Brick & Loft Realty

LAR Membership count as of February 1, 2023.
 There was less than a one percent increase from February 2022.

1,587 – Total LAR Members
 1,332 – REALTORS®
 182 – Designated REALTORS®
 46 – Appraisers
 27 – REALTOR® Emeritus
 MLS Only Participants/Subscribers
 97 – MLS Only Designated REALTORS®
 92 – MLS Only REALTORS®
 25 – MLS Only Appraisers

Jessica Gay, Chaney Realty, to Brick & Loft Realty
 Bertha Ronquillo-Salazar, Chaney Realty, to Brick & Loft Realty
 Zane Ancell, Progressive Properties, to Integrity Real Estate Group
 Kiersan Bednarz, Progressive Properties, to Integrity Real Estate Group
 Alyssa Britt, Progressive Properties, to Integrity Real Estate Group
 Mariah Clark, Progressive Properties, to Integrity Real Estate Group
 Ashton Coleman, Progressive Properties, to Integrity Real Estate Group
 Trey Culver, Progressive Properties, to Integrity Real Estate Group
 Luke Cunningham, Progressive Properties, to Integrity Real Estate Group
 Matthew Dabila, Progressive Properties, to Integrity Real Estate Group
 Abigail De La Rosa, Progressive Properties, to Integrity Real Estate Group
 Tanner Dean, Progressive Properties, to Integrity Real Estate Group
 Daniel Emre, Progressive Properties, to Integrity Real Estate Group
 Denita Garrett, Progressive Properties, to Integrity Real Estate Group
 David Kopec, Progressive Properties, to Integrity Real Estate Group
 Jessica Kruger, Progressive Properties, to Integrity Real Estate Group
 Cassidy Paskowski, Progressive Properties, to Integrity Real Estate Group
 Micki Pridmore, Progressive Properties, to Integrity Real Estate Group
 Bryan Rose, Progressive Properties, to Integrity Real Estate Group
 Jessica Moore, Progressive Properties, to Integrity Real Estate Group
 Brantlee Sells, Progressive Properties, to Integrity Real Estate Group

Tiray Simpson, Progressive Properties, to Integrity Real Estate Group
 Ruben Trujillo, Progressive Properties, to Integrity Real Estate Group
 Alyssa Williams, Progressive Properties, to Integrity Real Estate Group
 Austin Williams, Progressive Properties, to Integrity Real Estate Group
 Robert Whitfield, Paxton Real Estate, to Wise Cardinal Realty
 David Couture, Taylor Reid Realty, to Reside Real Estate Co.
 Jennifer Snyder, Keller Williams Realty, to Reside Real Estate Co.
 Cameron Winegar, Progressive Properties, to Reside Real Estate Co.
 Hailey Nave, Keller Williams Realty, to Reside Real Estate Co.
 Tony Montegna, Keller Williams Realty, to Location Rentals

Cancellations

Christina Walker, Keller Williams Realty
 Kinsley Scott, MV Realty of Texas
 Marisa Carrasco, Steadfast Realty, LLC
 Krisha Sauceda, Bray Real Estate Group
 Jim Bevers, JPAR Lubbock
 Morgan Crum, The WestMark Companies
 Mahsheed Hussain, Keller Williams Realty

Joe Williamson, Amy Tapp Realty
 Rodney Allison, Lyons Realty
 Brandon Weatherford, L3 Brokers
 Andrew Bishop, Bishop Realty
 Barrett McCorkle, Lyons Realty
 Karen York, Exit Realty of Lubbock
 Alexis Clark, Exit Realty of Lubbock
 Angela Bachmann, Aycock Realty Group, LLC
 Chase Head, West Sage, REALTORS
 Micah McNutt, Madewell Real Estate Company
 Lori Boyd, Brick & Loft Realty
 Jacob Saenger, Expand Realty
 Charles Morrow, eXp Realty LLC
 Caitlyn Flowers, Progressive Properties
 Treasa Arnold, TechTown Realty
 Kaitlin Tucker, Keller Williams Realty
 Jessica Moore, Integrity Real Estate Group
 Amy Poole, NextHome CORE Realty
 Ciera Rhoads Lopez, Amy Tapp Realty
 Anthony Meadows, Keller Williams Realty
 Gwen Jackson, Jackson Real Estate
 Will Price, Berkshire Hathaway
 HomeServices Premier Properties
 Paula Birdwell, The WestMark Companies
 Lily Price, Progressive Properties
 Kim Cleveland, Amy Tapp Realty
 Brooke Fowler, Keller Williams Realty

Bobby Urrutia, Keller Williams Realty
 Julie Villarreal, Kearney & Associates, REALTORS
 Dea Young-Smith, Real Estate Professional Consultants
 Tommy Young, Real Estate Professional Consultants
 Spike Wideman, West Sage, REALTORS
 Julia Macias, Reside Real Estate Co.

Miscellaneous Changes

Genie Cisneros, The WestMark Companies, change to non-MLS member
 Brenda Reese, Reese Properties, change to non-MLS member

MLS Only

Brent Porter, Pinnacle Realty Advisors
 Shaina Taylor, Fathom Realty, to Pinnacle Realty Advisors
 Brian Biggs, Sunago Advisory Group, Inc.
 Daurius Cayan, eXp Realty LLC
 Michele McCarty, McCarty Appraisals
 Bruce Jones, Lake Homes Realty, LLC
 Cindy Lanham, Lake Homes Realty, LLC
 Liz Posey, Anderson, REALTORS
 Tiffani Mason, Street Real Estate, cancelled
 Katalina Finley, Street Real Estate, cancelled





ISSUES MOBILIZATION

- We got an update on some issues TREPAC and Texas REALTORS® has helped deal with across the state.
- A zoning change in New Braunfels would have made rebuilding a property destroyed by a cataclysmic event impossible. It would have meant a total loss of value for the homeowners.
- Short term rental (STR) ordinances were challenged in Dallas, Fredericksburg and Blanco. Property owners built or bought short term rental property but the cities wanted to outlaw STRs. Statistics show that most STRs are owned by individuals and not big investors.
- These are some of the reasons why we as REALTORS advocate for our clients and homeowners. We are filling that gap and helping to protect private property rights!

GOVERNMENTAL AFFAIRS

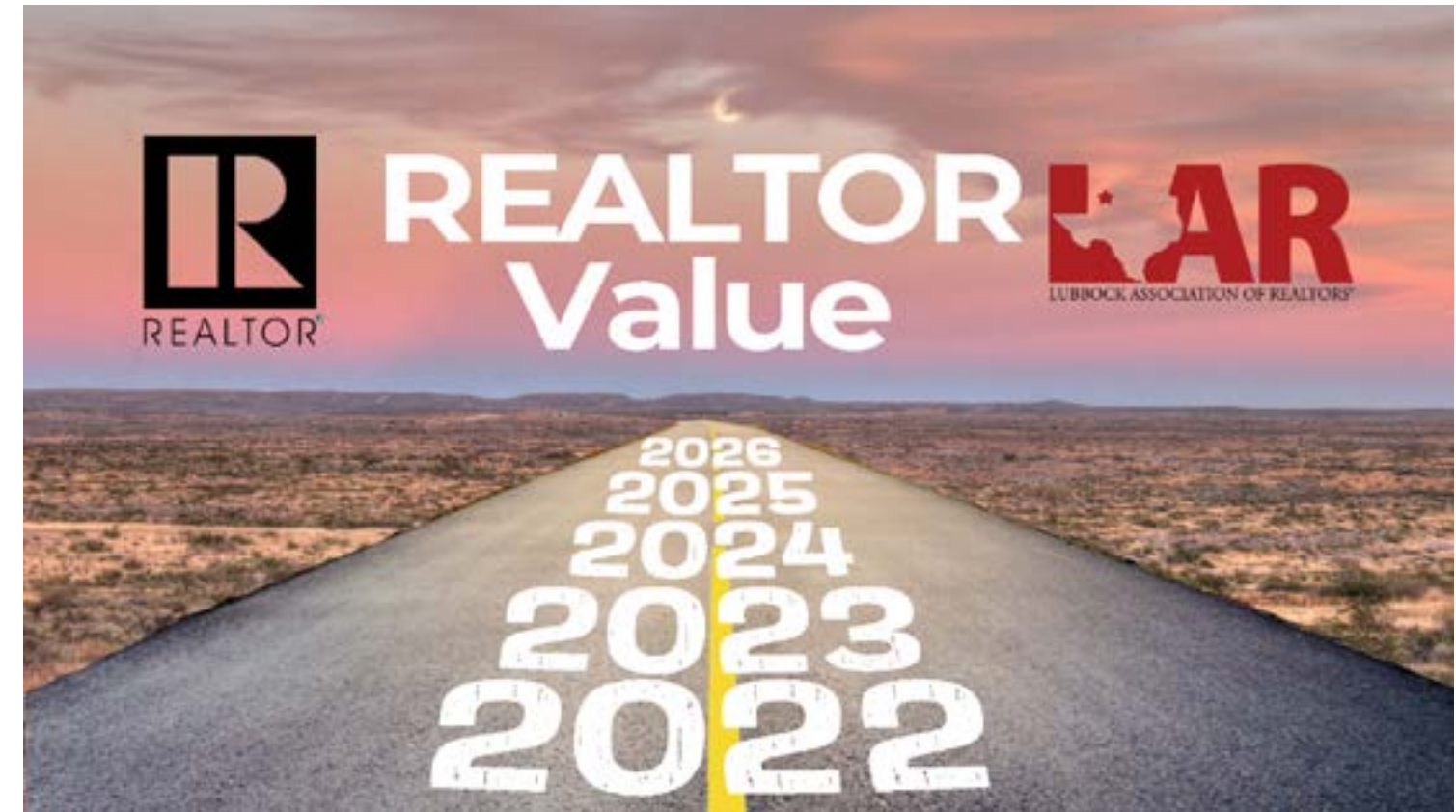
- We heard from Stephen Hawkins with We Are More in Common (moreincommon.com) about how to build more united, inclusive and resilient societies in which people believe that what they have in common is stronger than what divides them.
- We heard from former Congressman Will Hurd from the 23rd District about the importance of voting in primaries and ways to vet more electable candidates to support.

MENTOR/MENTEE PROGRAM

- The Mentor/Mentee program matching deadlines are March 1, 2023, June 1, 2023, September 1, 2023, and December 1, 2023
- Once you complete the modules, you will be matched with a Texas REALTOR® mentor/mentee

MLS

- There was a lot of talk about the advances in AI (Artificial Intelligence) and Immersive Technology in regards to the MLS. Expect to see some new technology emerging that will help make listings stronger and easier to enter.
- CMLS 2023 will happen October 3-5. We have a group of LAR Leadership that will attend and bring back new information to make our MLS better.



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.

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C2EX

COMMITMENT TO EXCELLENCE

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NATIONAL ASSOCIATION OF REALTORS®

THAT'S WHO WE

Classes and Events

GRI: Business Skills

March 6-9
8:30 a.m. to 5 p.m.
Click [HERE](#) to register

Mark Nanny Blood Drive

March 7
10:30 a.m. to 3 p.m.
Click [HERE](#) to register

TREC Broker Responsibility

March 21
9 a.m. to 4 p.m.
Click [HERE](#) to register

REALTOR® Day at the Capitol

Wednesday, March 22
Get more information [HERE](#)

SRS Designation

March 23
8:30 a.m. to 5 p.m.
Click [HERE](#) to register

March LAR Luncheon

March 30
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

New Member Orientation

April 4
8:30 a.m. to 1 p.m.
Click [HERE](#) to register

The Forms You Need to Know

April 13
1:30 p.m. to 4:30 p.m.
Click [HERE](#) to register




Scan here to help us fund scholarships that change lives for students in Lubbock





Mark Nanny Blood Drive

MARCH 7, 2023 | 10:30 A.M. TO 3 P.M.

BERKSHIRE HATHAWAY PARKING LOT
4621 S LOOP 289

SPONSORED BY:




Lubbock Association of REALTORS® Staff

Cade Fowler
Association Executive
cadebower@lubbockrealtors.com

Holly McBroom
Operations Director
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

Christine Michaels
Key Services Administrator
keys@lubbockrealtors.com



GET YOUR "I AM A LUBBOCK REALTOR" T-SHIRT FOR ONLY \$25
(\$20 donation to the Lubbock Area United Way and \$5 to cover the cost of the t-shirt)

Contact Brenda Fisher at media@lubbockrealtors.com to order one



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.