

March President's Message

Happy March Lubbock REALTORS®! It seems like just yesterday that I was sworn in as your 2023 President and now we're three months in already! Time flies when you're doing the work you love. When I think of March, of course I think of St. Patrick's Day and am reminded of an Irish blessing that seems appropriate for real estate professionals:

"May your troubles be less, and your blessings be more. And nothing but happiness, comes through your door."

My goal this year is to help our REALTOR® Members demonstrate their REALTOR® value to the consumer, other REALTORS® and other tradespeople we work with. One way to build your professionalism is with the tools provided by the Lubbock Association of REALTORS®, Texas REALTORS® and the National Association of REALTORS®.

One of those tools is Trend Vision. This program works through our MLS and shows what the current trends are and how the amount of inventory has changed over a period of time. This is a tool that every REALTOR® should be using daily, but at the very least weekly, to stay on top of the current market conditions in Lubbock. So, when you're out in the community and someone asks about our Lubbock market,

you can give them an accurate picture of the real estate statistics in our area.

Another tool we recommend is REALTOR® Property Resource or RPR. This is a great source for comparables and information about properties, owners and the neighborhoods. It gives you a quick snapshot of the property, which helps when you need to find information quickly. This is a tremendous resource, so take advantage of it!

And finally, boost your professionalism by earning the C2EX designation. This designation touches on the best practices from the national, state and local association levels. As REALTORS®, we hold ourselves to a higher standard and adhere strictly to the Code of Ethics. As an added bonus, earning your C2EX fulfills the NAR ethics requirement and helps you learn more about our profession.

As service professionals, we should be constantly looking for ways to improve our professionalism, be a better advocate for our clients and provide the best service to consumers. BY incorporating Trend Vision into your daily routine, becoming more proficient in RPR and earning your C2EX designation this year are just three of the benefits available to you as a member of LAR, TR and NAR. These benefits will help demonstrate your REALTOR® value. There are so many benefits available to us as



REALTORS®, it's like finding the pot of gold at the end of the rainbow!

If you have any questions about these resources, please contact LAR at 806-795-9533.

Best,
DSC

What's Inside

Pages 2-3

2023 TREPAC Information

Learn more about TREPAC and see who is a Major Investor this year

Pages 4-5

February Membership Stats

See who joined, who transferred and who left LAR during February 2023

Pages 6-7

2023 Major Investor Dinner Photos

The 2023 Major Investor Dinner was a huge success. See pictures from the event.

Page 10

GRI Graduates

See who earned their GRI designation this month. Thank you to all our sponsors for the event.



#PURPLESOLUTION

2023 TREPAC Major Investors

PLATINUM R
Jef Conn*

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

February Membership Stats

Welcome to LAR LUBBOCK Association of REALTORS®

LAR Membership count as of February 1, 2023.
There was a 1.4 percent increase from February 2022.

1,654 – Total LAR Members	MLS Only Participants/Subscribers
1,399 – REALTORS®	96 – MLS Only Designated REALTORS®
182 – Designated REALTORS®	87 – MLS Only REALTORS®
46 – Appraisers	21 – MLS Only Appraisers
27 – REALTOR® Emeritus	

REALTOR® Membership Applications*

Haley Kizer, Keller Williams Realty
 David Olivas, Keller Williams Realty
 Megan McCracken, Taylor Reid Realty
 Jeremy Neill, Keller Williams Realty
 Joshua Snellgrove, Keller Williams Realty
 Alicia Terry, Texas Ally Real Estate Group
 Gabby Enchinton, JPAR Lubbock
 Marie Cardenas, Citywide Realty Team Elite
 Tucker Smothermon, Keller Williams Realty
 Dustin Stuart, Location Rentals
 Russel Bass, Keller Williams Realty
 Courtney P. Jordan, Keller Williams Realty
 Angelica Barajas, JPAR Lubbock
 Trey Mitchell, Citywide Realty Team Elite
 Tiffany Sexton, Our Texas Real Estate Group

Mickey Rogers, Keller Williams Realty
 Lamar Johnson, Jessica Albares Realty
 Diego Albares, Jessica Albares Realty
 Terrence Pratt, Taylor Reid Realty
 Madyson Lester, Coldwell Banker Trusted Advisors
 Spencer Stanush, Egenbacher Real Estate
 David McCay, Reside Real Estate Co.
 Susan “Shelly” Jones, West Sage, REALTORS
 Danie Sartini, Exit Realty of Lubbock
 Braxton Graham, Exit Realty of Lubbock

Designated REALTORS®

Ruben Trujillo, Jr., Ruben Trujillo, Jr.
 Brian Sikes, Lubbock Appraisals & Inspections
 Robert Hook, BlueLine Appraisals

New Affiliates

Heather Cooper, Joy Title
 Abbi Brickey, PrimeLending, A PlainsCapital Company
 Conrad Galindo, Concierge Title of Texas
 Ashley Laycock, Revolution Mortgage

Transfers

Jessica Albares, eXp Realty LLC, to Jessica Albares Realty Team, Inc.
 Andrew Albares, Our Texas Real Estate Group, to Jessica Albares Realty Team, Inc.
 Stephanie Allison, NextHome CORE Realty, to LubbockHomes.info
 Allie Etier, CORE Realty Group TX, LLC, to Better Homes and Gardens Blu Realty
 Jaicee Sutton, Keller Williams Realty, to Wise Cardinal Realty, LLC
 Shea Kerr, Amy Tapp Realty, to Taylor Reid Realty
 Jaron Halsell, Brick & Loft Realty, to Bray Real Estate Group
 Camren Clement, Keller Williams Realty, to Reside Real Estate Co.
 Elizabeth Welch, Keller Williams Realty, to Reside Real Estate Co.
 Steven Suniga, Cameron Real Estate, to Reside Real Estate Co.
 Olivia Grasse, Keller Williams Realty, to Reside Real Estate Co.
 Zane Ancell, Integrity Real Estate Group, to Milestone Realty Group
 Kiersan Bednarz, Integrity Real Estate Group, to Milestone Realty Group
 Alyssa Britt, Integrity Real Estate Group, to Milestone Realty Group
 Mariah Clark, Integrity Real Estate Group, to Milestone Realty Group
 Ashton Coleman, Integrity Real Estate Group, to Milestone Realty Group
 Trey Culver, Integrity Real Estate Group, to Milestone Realty Group
 Luke Cunningham, Integrity Real Estate Group, to Milestone Realty Group
 Matthew Dabila, Integrity Real Estate Group, to Milestone Realty Group
 Abigail De La Rosa, Integrity Real Estate Group, to Milestone Realty Group
 Daniel Emre, Integrity Real Estate Group, to Milestone Realty Group
 Denita Garrett, Integrity Real Estate Group, to Milestone Realty Group
 David Kopec, Integrity Real Estate Group, to Milestone Realty Group

Micki Pridmore, Integrity Real Estate Group, to Milestone Realty Group
 Tanner Dean, Integrity Real Estate Group, to Ruben Trujillo, Jr.
 Mary Mann, Amy Tapp Realty, to Brick & Loft Realty
 Irma Carrasco, JPAR Lubbock, to Lyons Realty
 Irma Carrasco, Lyons Realty, to JPAR Lubbock
 Josh Sanders, Keller Williams Realty, to Exit Realty of Lubbock
 Virginia Rogers, Chaney Realty, to Fathom Realty
 Heather Petree, eXp Realty LLC, to Bray Real Estate Group
 Renee Brown, Lubbock Appraisals & Inspections, to Linker, REALTORS®
 Ronnie Brown, Lubbock Appraisals & Inspections, to Linker, REALTORS®
 Anne Clanton, Madewell Real Estate Company, to Reside Real Estate Co.
 Felicia Estrada, eXp Realty LLC, to Jessica Albares Realty
 Jordan DeBolt, Aycock Realty Group, LLC, to RE/MAX Lubbock

Miscellaneous Changes

Julia Macias reinstated with Better Homes and Gardens Blu Realty

Jennifer Herrera reinstated with Realty One
 Dea Young-Smith reinstated with Rose Real Estate

Cancellations

Barrett Bass, Progressive Properties
 Patricia Toledo, Progressive Properties
 Lainie Stallings, JPAR Lubbock
 Mark Benavidez, Progressive Properties
 Makala Pinkston, New Home Brokers
 Chris Davis, Keller Williams Realty
 Amy Messer, All Real Estate, LLC
 Jesse Guerra, JPAR Lubbock
 Zach Conder, Real Broker, LLC
 Hannah Froeschl, Location Rentals
 Mariah Clark, Milestone Realty Group
 William Smith, eXp Realty LLC
 Jennifer Herrera, Realty One
 Sammi Kannegieter, Wise Cardinal Realty
 Craig Cummings, MV Realty of Texas
 Tatiana Rivers, Keller Williams Realty
 Mike Jones, Linker, REALTORS®
 Sydnee Frizzell, Red Dirt Realty & Land
 Jodan Truelove, Exit Realty of Lubbock
 Esteven Fabila, Exit Realty of Lubbock
 Paul Schaub, Open Door Realty
 Frank Sikes, Lubbock Appraisals & Inspections - deceased
 Laura Zayas Fernandez, eXp Realty LLC
 Kayla Neuhaus, Paxton Real Estate

Koby Drury, TechTown Realty
 Payson Smith, eXp Realty LLC
 Kelsey Palacios, Amy Tapp Realty
 Lisa Feldman, Aycock Realty Group, LLC
 Christine Stuart, Berkshire Hathaway HomeServices Premier Properties
 Danny Bohnstehn, Berkshire Hathaway HomeServices Premier Properties
 Amy Cook, Exit Realty of Lubbock
 Kathy Brown, Real Broker, LLC
 Holly Robbins, Amy Tapp Realty

MLS Only

LaNell Whitaker, Street Real Estate, cancelled
 Shawna Abernathy, Red Apple, REALTORS
 Emmy Mitchell, Keller Williams Realty Amarillo, cancelled
 Lesli Reimers, Investment Realty
 Crystal Gonzalez, Fathom Realty
 Vickie Reecer, Amy Hughes, REALTOR
 Todd Oakum, REALHome Services and Solutions, cancelled
 Dana Rowell, REALHome Services and Solutions, cancelled
 Savannah Stoker, Ekdahl-Nelson Real Estate, cancelled
 Brian Tormoehlen, Bray Real Estate Group
 Csilla Lyerly, Real Broker, LLC, cancelled

Thank you to our 2023 **PRIME AND PLATINUM BUSINESS PARTNERS**

Logos include: BENCHMARK MORTGAGE, Thrive MORTGAGE, Lubbock National Bank, City Bank MORTGAGE, CARDINAL FINANCIAL COMPANY LIMITED MEMBER, Spirit MORTGAGE, PEOPLES BANK, ALLIANCE CREDIT UNION, ABC BANK American Bank of Commerce, SOUTH WEST BANK, T CREDIT UNION, and LAR LUBBOCK Association of REALTORS.

2023 Major Investor Dinner



Classes and Events

TREC Broker Responsibility

Tuesday, 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](#)

TREC Legal Update 1 & 2

March 29

8:30 a.m. to 12:30 p.m. and 1 p.m. to 5 p.m.

Click [HERE](#) to register

March Luncheon

Thursday, March 30
11:30 a.m. to 1 p.m.

Click [HERE](#) to register

New Member Orientation

Tuesday, April 4
8:30 a.m. to 1 p.m.

Click [HERE](#) to register

The Forms You Need to Know

Thursday, April 13
1:30 p.m. to 4:30 p.m.

Click [HERE](#) to register

1031 Like-Kind Exchange

Wednesday, April 26
12 p.m. to 1 p.m.

Click [HERE](#) to register

TREC BROKER RESPONSIBILITY

21 MARCH LAR EVENTS CENTER

9 A.M. TO 4 P.M.

Join us in person ↙
with Instructor
Brian Cooper

LAR LUBBOCK
ASSOCIATION OF REALTORS®
EST. 1926

LAR LUBBOCK
Association of REALTORS®

ENERGY PROVIDER CHANGES

JOIN US FOR A PANEL DISCUSSION ABOUT UPCOMING ENERGY PROVIDER CHANGES

March 30, 2023 | 11:30 a.m. to 1 p.m.
Overton Hotel and Conference Center

REGISTER NOW AT BIT.LY/MARCH_LUNCHEON

Sponsored by:

LAR LUBBOCK
Association of REALTORS®

CE Class Etiquette

ETIQUETTE RULE ONE
Don't talk while the instructor is teaching

ETIQUETTE RULE TWO
Don't leave class to take a phone call. Your business can wait until a break or the end of the class

ETIQUETTE RULE THREE
Put your devices away unless you are using them to take notes. Wait until a break to return texts and emails.

ETIQUETTE RULE FOUR
If you're on a Zoom class, you must remain on camera while class is in session, free of distractions and dangerous behavior such as driving.

ETIQUETTE RULE FIVE
Be on time to the start of class, stay in the classroom while class is in session and return on time from lunch/breaks


FAILURE TO FOLLOW THESE RULES CAN RESULT IN LOSS OF CE CREDIT AND REMOVAL FROM CLASS

Congratulations




GRADUATE,
REALTOR
INSTITUTE

Sarah Bolkcom
Debbie Bowen
Rusty Durham
Gary Henry
Amber Kirk
Dave Leach
Vanessa Perez
Renee Taylor



**MARK NANNY
BLOOD DRIVE**



lubbockrealtors.com/mark-nanny-blood-drive-2/

Thank you GRI Sponsors!











**REALTOR
Value**



2026
2025
2024
2023
2022



John Walton
Education
Foundation



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



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LAR LUBBOCK

**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



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REALTORS®
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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.