

NEWSLETTER

Issue 2 | Vol 4 | February 2024

February 2024

February President's Message

Happy February Lubbock REALTORS®! Michael Hutton here, your 2024 LAR President. We've had a great start to the year, and I want to keep that momentum going. This is a month all about love and one of the things we as REALTORS® do is love our clients. We act as advocates for them, during transactions but also every day through TREPAC.

As REALTORS®, we abide by NAR's Code of Ethics and the way we treat our clients and each other comes from this code. We work hard to treat people fairly while we're working to make a difference in our community. As a real estate professional, staying up to date and knowledgeable about current trends and things happening around us is vital to our success.

The last few months have been filled with highs and lows in our industry. The best thing you can do for your clients is to stay informed. Both [Texas REALTORS®](#) and [NAR's](#) websites are full of useful information we can pass onto our clients. I want you to continue to show your REALTOR® Value by being an informed professional.



As REALTORS® in Lubbock, we have an opportunity to lead by example and be an ethical shining star. Being ethically sound means we are making good decisions for our clients and treating other REALTORS® in a professional manner. I am confident that if you're reading this article, you are a great example to your peers and the community.

One of the things I want to focus on this year is telling our REALTOR® Stories.

There is no shortage of bad press for REALTORS® but what about all the good things REALTORS® do? This is what we want to focus on this year, sharing the many reasons Realtors are good stewards of their communities.

I will encourage you to stay up to date on what is happening with TREPAC. We are always working to strengthen the real estate industry in Texas. Make sure you're an advocate for your clients by supporting TREPAC. It's an investment in your business you can't afford not to make. We hit the high watermark last year of \$210,000. We have big plans again for this year.

2024 is going to be a great year for real estate in Lubbock. And I am honored to be leading the charge this year. Please continue to watch out for each other and be kind. Be sure to serve your community to the best of your ability and continue to lead by example.



What's Inside

Pages 4-5

LAR C2EX Challenge

We are challenging all our members who don't have their C2EX designation to get it in 2024! Learn more about the challenge now.

Page 6-7

January Membership Stats

Find out who joined, who transferred and who left LAR in January 2024.

Page 8

Get your CE with the CEShop

Need CE credits? LAR partners with the CEShop to provide you the classes you need. Click [HERE](#) to see the classes being offered.

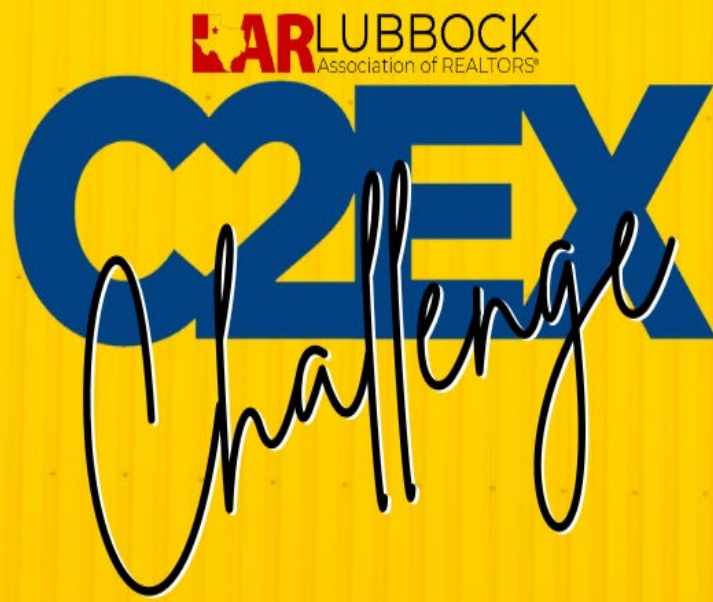
Pages 10-11

January 2024 Housing Stats

See how the Lubbock real estate market looked last month.

A purple-themed graphic with a large star containing a globe and the word 'TREPAC' on a banner. Below it, the text 'Invest in TREPAC' is displayed, followed by a 'CLICK HERE' button and the hashtag '#trepacpuplesolution'. To the right, the 'REALTORS Political Action Committee' logo is shown with the tagline 'Your Best Investment In Real Estate'. Below the logo, the text 'LAR MEMBERS IN THE RPAC HALL OF FAME' is written in large, bold letters, followed by a list of names: Jef Conn, Cade Fowler, Tony Lloyd, Lisa Pearce, Vanessa Dirks, Winn Sikes, and Dan Williams. The background features abstract purple and pink watercolor-like patterns with gold glitter.

Any Texas REALTOR® investing \$35 to \$109 is considered a member of TREPAC.



Are you ready to take your career to the next level and fulfill your NAR Ethics requirement at the same time? Then the LAR C2EX Challenge is for you!

Each quarter LAR Members who complete their C2EX designation will be entered into a drawing to win \$200. Drawings will be held during the April, August and December luncheons.

LAR Members who complete or renew the C2EX program in 2024 will be entered into a drawing at the December luncheon for 2025 LAR and MLS dues.



Better yourself. Better your business. Better get ready.

Stand out and realize superstardom! Earn your C2EX Endorsement to elevate your expertise and score main stage gigs. Your revved-up reputation sets you up for the big show as you cultivate community connections, boost business, and position yourself as a top-of-the-charts REALTOR® and market powerhouse.



Amp up your career at **C2EX.realtor**

January Membership Stats



LAR Membership Counts as of January 31, 2024.
There was a 2.7 percent increase from January 2023.

1,667	Total members
195	Designated REALTORS®
1,407	REALTORS®
24	REALTORS® Emeritus
41	Appraisers
MLS only participants/subscribers	
103	MLS only Designated REALTORS®
99	MLS only REALTORS®
25	MLS only Appraisers

REALTOR® Membership Applications*

Vivian Arteaga, Wright Realty & Design
Michelle Eiland, NextHome CORE Realty
Natalie Rix, Reside Real Estate Co.
Adam Ramirez, Modern Day Living LLC
Regina Fritz, Southern Magnolia Real Estate
Simon Waldrop, Reside Real Estate Co.
Ashlie Wheeler, Southern Magnolia Real Estate
Morgan Crum, The WestMark Companies
Grant Aschenbeck, Clear Rock Realty
Braeligh Franklin, Keller Williams Realty
Braellee Salas, Exit Realty of Lubbock
Alicia Calicchio, Modern Day Living LLC
Roland Stehr, Keller Williams Realty
Brad Young, Taylor Reid Realty
Caitlan Thornberry, Texas Standard Realty, LLC

Terrance Johnson, Clear Rock Realty
Tye Schluter, Taylor Reid Realty
Clay Grossman, Wise Cardinal Realty
Edie West, eXp Realty LLC
Jon Gallegos, Keller Williams Realty
Nicole Islas, Keller Williams Realty
Reeve Moran, Exit Realty of Lubbock
Tucker Ryan, Exit Realty of Lubbock
Justin Charles, Exit Realty of Lubbock
Jaime Charles, Exit Realty of Lubbock
Nikolous Linnenkugel, Keller Williams Realty
Jordan Perales, Century 21 Kearney & Associates
Shanda Jordan, Reside Real Estate Co.
Mitchell Blake, Reside Real Estate Co.
Lal Williams, Keller Williams Realty

Designated REALTORS®

Bob Brunson, Brunson Real Estate
Brody Pool, Pool Appraising, Inc.

Ryan Woodham, Ryan Woodham

New Affiliates

Kevin Goldston, 360 Inspections

Transfers

Jonna Cook, Keller Williams Realty, to Nathan Jordan Real Estate
David Box, Keller Williams Realty, to Reside Real Estate Co.
Ashley Zubia, Coldwell Banker Trusted Advisors, to Reside Real Estate Co.
Amie Barrington, Berkshire Hathaway Home Service Premier Properties, to Fathom Realty
Alicia Torres, Keller Williams Realty, to Southern Magnolia Real Estate
Nathan Carson, Reside Real Estate Co., to Aycock Realty Group, LLC
Bryan Hardin, Brick & Loft Realty, to Integrity Real Estate Partners
Tess Bradley, Reside Real Estate Co., to Coldwell Banker Trusted Advisors
Marie Garcia, RE/MAX Lubbock to Amy Tapp Realty
Karla Boyd-Clanton, Westar Residential Realty, LLC, to Aycock Realty Group, LLC
Blair Van Riper, Amy Tapp Realty, to Aycock Realty Group, LLC
Matthew Dabila, Milestone Realty Group, to Clear Rock Realty
Susan Kalisiak, Texas Premier Realty, to Aycock Realty Group, LLC
Bobby Jo DeLeon, Green Door Group, LLC, to Clear Rock Realty
Jessica Fincher, Keller Williams Realty, to Reside Real Estate Co.
David Hunsaker, Keller Williams Realty, to Lubbock Select Realty

Cancellations

Jan Alexander, Amy Tapp Realty
Jay House, Jay House
Jack Benton, TechTown Realty
Abby DeShazo, The Sellers Realty
Brenda Driver, Rucker Realty
Britt Bostick, TechTown Realty
Valerie Grant, The WestMark Companies
Kirsten St John, Amy Tapp Realty
Heather Sauce, Reside Real Estate Co.
Andrew Hitchcock, Kendra Sutherland, REALTORS
Kay Ward, The WestMark Companies
Brody Crawford, Hub City Rentals

Nikki Kreger, Keller Williams Realty
Melissa Wood, Keller Williams Realty
Karen Miller, NextHome CORE Realty
Jennifer Feddes, Paxton Real Estate
Natalie Peebles, Halley Road Real Estate
Cassie Bermea, Reside Real Estate Co.
Heather Bledsoe, Reside Real Estate Co.
Preston Weems, NextHome CORE Realty
Terrence Pratt, Taylor Reid Realty
Jordan Garibay, Locate Lubbock Real Estate LLC
Brenda Murrell, Better Homes and Gardens Blu Realty
Denita Garrett, Better Homes and Gardens Blu Realty
Roxanne Ortiz, Better Homes and Gardens Blu Realty
Teresa Stapp, Westar Residential Realty, LLC
Brandon Alcoser, Brick & Loft Realty
Dale Bradley, Chaparral Professional Home Inspections
Jennifer Herrera, Bray Real Estate Group
LaTonda Beduschi, Berkshire Hathaway Home Services Premier Properties
Dustin Sharp, West Sage, REALTORS
Duncan Douglas, Progressive Properties
Kim Wideman, Amy Tapp Realty
Mayada Khater, TechTown Realty

Josh Sanders, Exit Realty of Lubbock
Amanda Robertson, Aycock Realty Group, LLC
Cherie Hebison, Keller Williams Realty, deceased
Trevor Paradoski, Amy Tapp Realty
Lauren Beaver, Bray Real Estate Group
Ronnie Ranson, Progressive Properties
Angela Green, Green Door Group, LLC
Rebecca Sotelo, JPAR Lubbock
Leana Moreno, RightHaus Properties
Kenneth Spradlin, The Nicholson Agency Real Estate
Joshua McCullough, Better Homes and Gardens Blu Realty
Desirae McKee, Exit Realty of Lubbock
Taylor Pamplin, Coldwell Banker Trusted Advisors
Michael Samuels, Progressive Properties
Caitlyn Patterson, 806Sales.com
Candace Hiler, South Plains Homes
William Murfee, Murfee & Sons, Inc.
Javier Gomez, Keller Williams Realty
Mitchell Mason, Keller Williams Realty
Marty Cleckler, COVERE Global, LLC
Reagan Bruce, COVERE Global, LLC
Derek Cox, Keller Williams Realty
Rick Fowler, Keller Williams Realty
Amber Proctor, Nathan Jordan Real Estate

Miscellaneous Changes

Nikki Kreger reinstated with ALL Real Estate, LLC
Silver Spur Land Brokers name change to Richard L. Fry

MLS Only

Lesli Reimers, Investment Realty, cancelled
Katalina Finley, Street Real Estate, cancelled
Janet Lay, Janet Lay Real Estate, cancelled
Austin Adkins, Keller Williams Realty Denton, terminated
Anne Lakusta, Keller Williams Realty Denton, terminated
Jared West, Team West Real Estate
Paul Ledebor, Team West Real Estate
Amy Chisum, Street Real Estate, cancelled
Christina Dickerson, eXp Realty LLC
Natalie Vandermaarl, Reside Real Estate Co.
Hillary Stephens, Pine & Beckett - Chris Beckett, cancelled
Leah Torti, eXp Realty LLC, cancelled
Kara Miller, Heritage Real Estate
Jana Barringer, Windham Rose Realty, cancelled
Krissy Windham, Windham Rose Realty, cancelled
Holly Cohen, Holly, REALTORS, cancelled

Thank you to our 2024
PRIME BUSINESS PARTNERS

Classes and Events

Brunch and Learn with Realtor.com

Thursday, February 15
9 a.m. to 10 a.m.

February Membership Luncheon

Thursday, February 15
11:30 a.m. to 1 p.m.

RapattoniMLS, Market Viewer and More

Wednesday, February 21
11a.m. to 1 p.m.
Click [HERE](#) to register

GRI: Contracts to Closing

February 26-29
8 a.m. to 5 p.m.
Click [HERE](#) to register

TREC Legal Update 1

Thursday, March 7
8:30 a.m. to 12:30 p.m.
Click [HERE](#) to register

TREC Legal Update 2

Thursday, March 7
1 p.m. to 5 p.m.
Click [HERE](#) to register

The 1-4 Residential Contract

Friday, March 8
9 a.m. to Noon
Click [HERE](#) to register



LARLUBBOCK
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

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LUBBOCK
LAND
COMPANY

FEBRUARY
MEMBERSHIP
LUNCHEON

Featuring the Lubbock Land Company Market Report

Thursday, February 15 | 11:30 a.m. to 1 p.m.
LAR Event Center | 6514 70th Street

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Association of REALTORS®

BRUNCH & LEARN

with Steve Anapol from Realtor.com

Date: Thursday, February 15
Time: 9 a.m. to 10 a.m.
Location: LAR Events Center
6514 70th Street

realtor.com

To each their home.

January Housing Stats

Market Selector

Local Association
Lubbock Association of REALTORS®

Market Type
Metropolitan Statistical Area

Market Name
Lubbock

Frequency
Monthly

Date
January 2024

Property Type
All (SF, Condo, Townhouse)

Construction Type
All (Existing & New)

January 2024 Market Statistics - Lubbock MSA

Median Price
\$225,000
▼ -11.3% YoY

Closed Sales
281
▲ 6.0% YoY

Active Listings
1,291
▲ 38.7% YoY

Months Inventory
3.4
▲ 1.0 YoY

PRICE DISTRIBUTION

< \$100k
8.6%

\$100-199k
26.8%

\$200-299k
37.5%

\$300-399k
14.1%

\$400-499k
4.5%

\$500-749k
6.0%

\$750-999k
1.9%

\$1M +
0.7%

GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE

TRANSACTION TIME STATS

Days on Market
52
1 day more than January 2023

Days to Close
31
Unchanged from January 2023

Total Days
83
1 day more than January 2023

CLOSED SALES AND ACTIVE LISTINGS

HOME VALUATION STATS

Median Price/Sq Ft
\$134.44
▲ 0.8% YoY

Median Home Size
1,760 sq ft

Median Year Built
2002

Close/Original List
94.4%

TEXAS REALTORS®

TEXAS A&M UNIVERSITY
Texas Real Estate Research Center

© 2024 Texas REALTORS® - Data used in this report come from the Texas REALTORS® Data Relevance Project, a partnership among Texas REALTORS® and local REALTORS® associations throughout the state. Analysis provided through a research agreement with the Texas Real Estate Research Center at Texas A&M University.

Association Name: Lubbock Association of REALTORS® | Market Type: Metropolitan Statistical Area | Market Name: Lubbock | Property Type: Residential (SF/COND/TH) | Month (Current Report Year): January

January 2024 Market Snapshot

Lubbock MSA

	Year to Date			Year to Date		
	2023	2024	% Change	2023	2024	% Change
Closed Sales	265	281	▲ 6.0%	265	281	▲ 6.0%
Median Sales Price	\$253,700	\$225,000	▼ -11.3%	\$253,700	\$225,000	▼ -11.3%
Average Sales Price	\$289,919	\$269,529	▼ -7.0%	\$289,919	\$269,529	▼ -7.0%
Ratio to Original List Price	94.9%	94.4%	▼ -0.5%	94.9%	94.4%	▼ -0.5%
Days On Market	51	52	▲ 2.0%	51	52	▲ 2.0%
New Listings	602	740	▲ 22.9%	602	740	▲ 22.9%
Under Contract	381	464	▲ 21.8%	381	464	▲ 21.8%
Active Listings	931	1,291	▲ 38.7%	931	1,291	▲ 38.7%
Months Inventory	2.4	3.4	▲ 42.6%	2.4	3.4	▲ 42.6%

Current Month

Year to Date

Active Listings

Median Sales Price

Closed Sales YTD

Median Sales Price YTD

931

1,291

\$253,700

\$225,000

265

281

\$253,700

\$225,000

2023

2024

2023

2024

2023

2024

2023

2024

Growth Trend for Closed Sales and Median Price (YoY% 12-Month Moving Average)

Closed Sales 12mo Avg

Median Price 12mo Avg

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

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media@lubbockrealtors.com to order one



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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.