



# September President's Message

## Safety is Key: Focusing on REALTOR® Safety Month

eptember is REALTOR® Safety Month, a dedicated time to focus on the safety and well-being of real estate professionals.

The National Association of REALTORS®, Texas REALTORS®, and the Lubbock Association of REALTORS® recognize the unique challenges faced by Realtors and provide essential resources to help members stay safe.

The nature of our profession often requires agents to work alone, meet clients in unfamiliar locations, and handle sensitive information. To address these risks, our Associations offer a wide range of safety tools and initiatives, including training programs, safety guidelines, and online resources.

Key safety tips to remember include:

**Trust your instincts:** If a situation feels unsafe, leave immediately.



- Be aware of your surroundings: Pay attention to people and vehicles around you.
- Meet clients in public places: Avoid isolated locations, especially vacant properties.
- Share your itinerary: Let someone know where you're going and when you expect to return. Many offices

have code words when an agent senses danger.

Safety Devices: Agents and/or Offices/Associations should invest in some form of alert device or software for smartphones.

The Lubbock Association of REALTORS<sup>®</sup> offers the Forewarn App and certain features of the Showing Time service that will alert another party when an agent feels threatened.

For more comprehensive safety guidance and resources, visit the NAR Safety page: https://www. nar.realtor/safety



# What's Inside

### Page 2

# **TREPAC Maior**

The 2024 TREPAC year is almost over. See who was a Major Investor this year.

#### Page 4

Learn more about how to come home every night, safe and sound.

#### Page 5

## Vote Results

We had a record turn out for this year's election. See the results on page 5.

#### Pages 12-13 **Classes and Events**

See all the classes and events happening this month at LAR.



Invest TREPAC CLICK HERE Ж #trepacpurplesolution

# **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<sup>®</sup>. This is a lifetime award achievement.

#### **RPAC Major Investor Program**

RPAC's Major Investor program consists of an elite and passionate group of REALTOR<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> investing \$2,500 in one year will be recognized as

Edward Jones - Wilson Pauwels Hub City Title

**Plains Roofing** Spirit Mortgage Western Title

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P President's Circle | \*\*\*RPAC Hall of Fame

RPAC LAR HALL OF **FAME MEMBERS** Donna Sue Clements Jef Conn Vanessa Dirks Rich Eberhardt Cade Fowler Tony Lloyd Lisa Pearce Winn Sikes

a Crystal R major investor. Members can then sustain their Crystal R status with an annual investment of \$1,500.

Dan Williams

#### **RPAC Sterling R Program**

A Texas REALTOR<sup>®</sup> investing \$1,000 in one year will be recognized as a Sterling R major investor.

#### Capitol Club

A Texas REALTOR<sup>®</sup> 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<sup>®</sup> 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.







## SEPTEMBER IS **REALTOR<sup>®</sup> SAFETY** MONTH

The perfect time to reassess and enhance your safety protocols.

Equip yourself with essential resources and tools to stay safe on the job.

Top 5 Action Items for REALTORS®:

- PLAN YOUR SAFETY STRATEGY Customize a safety plan to suit your unique needs.
- TIPS AND BEST PRACTICES Learn proven techniques to stay safe and avoid potential risks.
- **REALTOR® SAFETY MONTH WEBINAR** Join our FREE live webinar on Sept. 18th at 12:00 pm CT for essential tips to stay safe on the job.
- PERSONAL PROTECTION RESOURCES Explore safety apps and devices for added security.
- **REALTOR® SAFETY PLEDGE** Prioritize safety in your daily business operations for yourself, clients, and loved ones.

Don't wait until the worst happens. Remember, the real value in real estate is YOU.



REALTORS® are members of the National Association of REALTORS®.



Directors Elected for 2025 - 2026 The following REALTOR® members were elected to serve a two (2) year term, beginning January 1, 2025 through December 31, 2026 Chris Brooks (2nd term) - Exit Realty of Lubbock **Cory Cash - Keller Williams Realty** Lia Irvin - Condor Property Group Angela Smith - The WestMark Companies Jeremy Steen - Keller Williams Realty Ruben Trujillo - Clear Rock Realty Kristen Wright - Wright Realty and Design

Officers Elected for 2025: **President: Andrea Sturdivant - L3 Brokers** (automatically ascends to President per LAR Bylaws) President Elect: Colby Norris - McQueen Company, REALTORS® Secretary/Treasurer: Tracy Thomason - Exit Realty of Lubbock

Directors continuing a two year term through 2025: **Chris Farrell - Amy Tapp Realty** Allison Pace - The WestMark Companies Kyle Rogers - RE/MAX Lubbock Lesli Spears (2nd term) - Williams & Company Real Estate Bambi Temple (2nd term) - Michelle Kauffman Real Estate

#### Ex-Officio Directors serving in 2025:

Leigh Anne Brozo (Texas REALTORS® Director) - Lubbock Homestead **Realty Group** Jef Conn (Texas REALTORS<sup>®</sup> Immediate Past Chairman) - Coldwell **Banker Capital Advisors** Vanessa Dirks (NAR Director) - Hub City Rentals Tony Lloyd (Texas REALTORS<sup>®</sup> Secretary/Treasurer) - RE/MAX Lubbock Teresa Smith (Texas REALTORS<sup>®</sup> Director) - RE/MAX Lubbock<sup>•</sup>

## August Membership Stats



#### LAR Membership Counts as of August 31, 2024.

There was a 0.5% percent increase from August 2023.

- 1,724 Total members
- 206 Designated REALTORS
- 1,452 REALTORS
- 25 REALTORS Emeritus
- 41 Appraisers

#### MLS only participants/subscribers

- 105 MLS only Designated REALTORS
- 106 MLS only REALTORS
- 29 MLS only Appraisers

#### REALTOR® Membership Applications

Jeff Farmer, Berkshire Hathaway HomeServices Premier Properties Brandon Fannin, Keller Williams Realty Reagan Oehler, Amy Tapp Realty Bo Zhao, The WestMark Companies Parker Freeman, KD Elite Realty, LLC Garrett Box, Taylor Reid Realty Brian Pleasant, Reside Real Estate Co. Laurie Rodriguez, Keller Williams Realty Rebekeh Loos, NextHome CORE Realty Edward Garcia-Sotelo, Clear Rock Realty Matt Collins, Exit Realty of Lubbock Riley Bramble, Tech Terrace Real Estate Evan Stone, Clear Rock Realty Danielle Huffman, Keller Williams Realty Shelbie Jolly, Brookshire & McMinn, Brokers

Chelsea Reeves, Platinum West Realty Jesse Hendrickson, eXp Realty LLC Jennifer Tollett, Reside Real Estate Co. Wade Appleton, Lyons Realty Zach Miller, eXp Realty LLC Maria Martinez, The WestMark Companies Bianca Saenz, Exit Realty of Lubbock KiAndrei White, Reside Real Estate Co. Mike Hagler, Keller Williams Realty Jerrod Jaquess, American Homestead Real Estate

Emma Hilaman, ALL Real Estate, LLC

#### **Designated REALTORS®**

Rodney Davis, United Realty, LLC Jacky Howard, JHoward Realty, Inc. Thomas Johnston, The Real Estate Ranch, LLC

#### Transfers

Addison Chavez, Modern Day Living RE, LLC, to Heritage Real Estate Ashlyn Crimm, Amy Tapp Realty, to Platinum West Realty Heather Smith, Lyons Realty, to Brick & Loft Realty

Chelse Wiford, UCRE-M. Edwards Realty & Land, to Fathom Realty Dominic Martinez, Platinum West Realty, to Aycock Realty Group, LLC Garrett Box, Taylor Reid Realty, to Raider Realty

Bryan Hardin, Integrity Real Estate Partners, to eXp Realty LLC Alicia Torres, Southern Magnolia Real Estate, to eXp Realty LLC Regina Fritz, Southern Magnolia Real Estate, to eXp Realty LLC Jonathan Klein, Pat Garrett, REALTORS, to

WTX Realty, LLC Jeremie Gonzalez, Fathom Realty, to Keller Williams Realty

#### Cancellations

David Kopec, Milestone Realty Group Keith Robertson, Better Homes and Gardens Blu Realty

Amy Cook, Exit Realty of Lubbock Amy Doty, Berkshire Hathaway HomeServices Premier Properties Raymond Roque, Berkshire Hathaway HomeServices Premier Properties Alexis Sanchez, The WestMark Companies Joanna Watson-Donahue, Berkshire Hathaway HomeServices Premier Properties

Matthew Lowell, Reside Real Estate Co. Tayci Green, Taylor Reid Realty Shree Kuhlers, Amy Tapp Realty Matthew Heers, Bray Real Estate Group Jay Dycus, The WestMark Companies Marisa Grover, The WestMark Companies Scott Trautman, Cross Roads Real Estate Services

Darby Brown, Keller Williams Realty Becky Sizonenko, Keller Williams Realty Braeleigh Blakeney, Keller Williams Realty Craig Cormier, Harold Wellborn Real Estate

Amy Rohrer, Southern Magnolia Real Estate

#### Miscellaneous Changes

Kim Wideman reinstated with Clear Rock Realty

Lazer Mitchel reinstated with Better Homes and Gardens Blu Realty Adam Fiscal reinstated with Resolute Realty

#### Company

Daniel Chastain reinstated with Coldwell Banker Trusted Advisors Randall Foster reinstated with The Real Estate Ranch, LLC

#### **MLS Only**

Ryan Tawil, AT Appraisals Ryan McKnight, Caprock Farm and Ranch Realty, cancelled Shannon Killingsworth, Caprock Farm and Ranch Realty, cancelled Julie Morris, Triangle Realty, LLC, cancelled Leah Torti, eXp Realty LLC Clark Owen, eXp Realty LLC, cancelled Maria Martinez, Inked Real Estate, cancelled Lana Sims, Inked Real Estate, cancelled Nicole Espinosa, Real Broker, LLC Marisol Aranda, Monument Realty Jean Khoury, Compass RE Texas, LLC

Monica Davila, Monica Davila, Broker Tom O'Leary, L. Custen Realty, Inc. Tyler Jenkins, Winhill Advisors - Kirby



## LOCK BOX REMINDER

ALL KEY BOXES MUST BE RETURNED OR TRANSFERRED BY EMAILING KEYS@LUBBOCKREALTORS.COM WITHIN 10 CALENDAR DAYS AFTER THE LISTING CLOSES, EXPIRED OR TERMINATES/WITHDRAWS OR A FINE EQUAL TO THE CURRENT MARKET VALUE OF THE KEY BOX WILL BE ASSESSED. THE KEY BOX WILL THEN BELONG TO THE AGENT ON AN

EXTENDED LEASE BASIS. SHOULD THE FINE NOT BE PAID BY THE END OF THE MONTH IT WAS ASSESSED, THE AGENT'S MEMBERSHIP WILL BE SUSPENDED AND AN ADDITIONAL \$50 REINSTATEMENT FEE WILL BE ASSESSED.

#### MLS RULES AND **REGULATIONS CHANGES**

The following changes were approved by the LAR Board of Directors during the July 24 Board Meeting. These changes go into effect immediately.

#### Amendment to MLS Rules and Regulations 1.2b

#### Allow a graphic on the first/primary picture of a listing with the following restrictions:

- Graphic is <u>ONLY</u> permitted on the first (primary) picture of the listing
- The second picture <u>MUST</u> be the original picture without the graphic
  Building marketing and logo are allowed in the public remarks and in the
- graphic on the primary picture
- Information included on the graphic MUST be factual information about the property (i.e., basement, pool, outdoor kitchen) or contractual information (flex cash, assumable, etc...)
- · Descriptive words are NOT permitted on the graphic (i.e., great location, super cute, landlord special, etc...)
  Graphic CANNOT cover more than 20 percent of the picture
- Graphic <u>MUST NOT</u> obscure the property in the photo
   Graphic <u>CANNOT</u> mention agent commission or compensation

EXAMPLES





- · Graphic can be any shape and/or color as long as it follows the rules • We recommend using a simple font and color combination to make the
- graphic easy to read Use different font sizes to draw attention to important information on
- the graphic Each listing may have ONLY ONE (1) graphic on the first picture

#### DO IT LIKE THIS



#### WHY THIS WORKS

- Contains one graphic with contrasting colors and different font sizes to draw attention to the
- Graphic does not obscure the home · Graphic does not contain any de



#### WHY THIS WORKS

- Contains one graphic with contrasting colors and different font sizes to draw attention to the
- Graphic obscures the home

Canva



LAR has created a series of Canva templates for Members to use to add graphics to their listing photos. The templates are for the use of LAR/MLS Members only and have been created to adhere to the changes made to section 1.2b in the MLS Rules and Regulations. Please keep in mind the following:

- You must have a Canva account to use these templates (the free version will work)
- You may make changes to these templates (change the graphic size, shape, color, font, font size, font color, etc...)
- All changes must follow the rules in section 1.2b
- LAR is not responsible for information included on the graphic. Members must make sure the information is accurate and follows the rules in section 1.2b of the MLS Rules and Regulations



#### FlexMLS Live Date Set for February 3, 2025



Both systems will be in "read-only mode" February 1-2, 2025, meaning no listing information can be added or edited on those days

## Help us tell your Stories

#### Lubbock REALTORS<sup>®</sup> don't just work in the communities they serve, they live there, go to church there, send their kids to school there, volunteer there, and work to make it a better place.

This year, we want to change the narrative and showcase how Lubbock REALTORS<sup>®</sup> show up in their community. LAR will be leveraging the power of social media to share our member's REALTOR® Stories to show what a vibrant part of the community they are. And we are asking for your help to do the same!

We all have a story to tell and while you may not think yours is anything special, you'd be wrong. REALTORS\* don't spend their days sitting in an office! You're out in the community, showing properties, meeting clients at local coffee shops and restaurants, sharing your talents. and serving our Lubbock community. These are your #lbkrealtorstories

Please use the hashtag #lbkrealtorstories on your own social media when you make posts, reels and stories.

And we want to promote the amazing things you are doing as well, both as individual members and brokerages. Please tag LAR on Instagram and Facebook so that we can share your stories.

#lbkrealtorstories













WHY THIS DOESN'T WORK

NOT LIKE THIS



WHY THIS DOESN'T WORK

- · Graphic colors make it difficult to read
- Graphic includes commission/compensation

Both systems will run parallel beginning January 20, 2025

In-person training will be provided before the system goes live as well as recorded webinars

## How to share your Lubbock **REALTOR<sup>®</sup>** Stories in 3 easy steps!



#### SHARE YOUR REALTOR® STORY ON SOCIAL MEDIA

Keep doing a great job showing what you do as REALTORS® and how you interact with the community

#### USE THE REALTOR® STORIES HASHTAGS Don't forget to use **#lbkrealtorstories** on Instagram and Facebook on your posts. It's also a good idea to follow those hashtags on Instagram to see what others are posting





#### TAG LAR Be sure to tag @lubbockrealtors on Instagram and Facebook so we can help share your REALTOR<sup>®</sup> stories!

LARLUBBOCK #LBKREALTORSTORIES



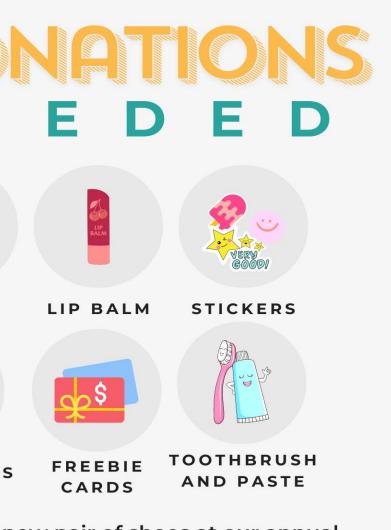
LUBBOCK REALTORS® CANDY GAMES COLORING SMALL TOYS BOOKS

Every child who receives a new pair of shoes at our annual Step Up For Kids event on October 12-13 also gets socks and a backpack. We're aiming to provide 500 pairs of shoes this year, and we need your help filling those backpacks with goodies! Help us make it a day to remember for these kids.

L'ARLUBBOCK

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# **Classes and Events**

#### **REALTOR L.E.A.D. Course**

Friday, October 4 9 a.m. to 4 p.m. Click <u>HERE</u> to register

New Member Orientation Tuesday, October 8 8:30 a.m. to 1 p.m. Click <u>HERE</u> to register

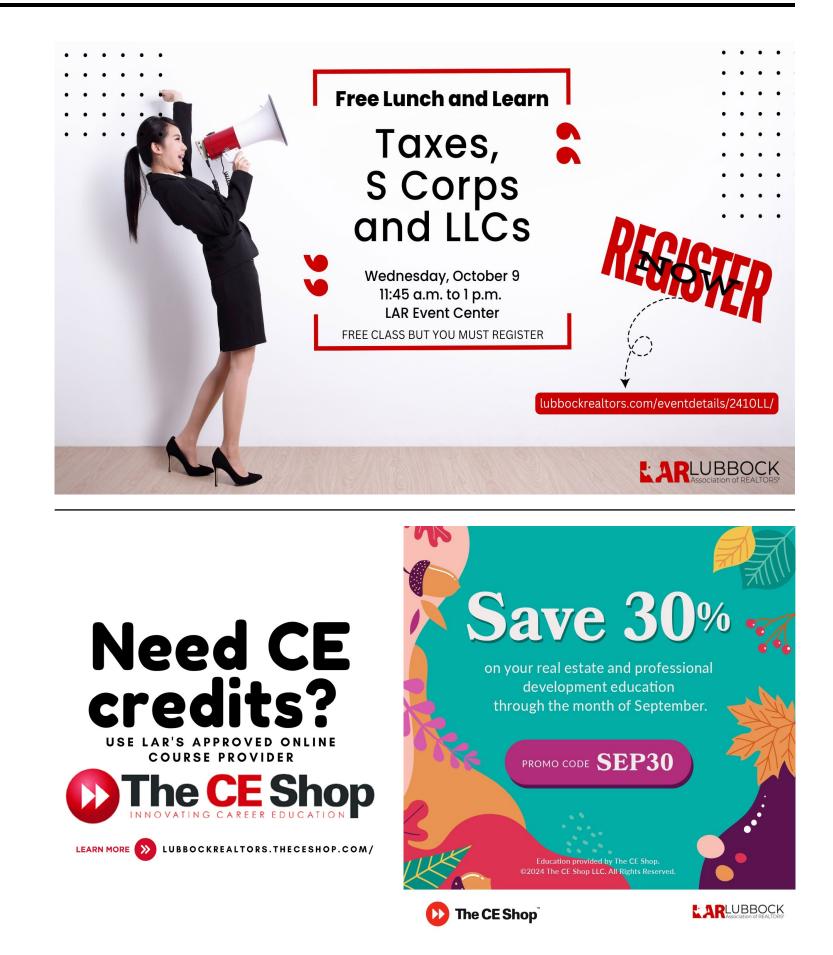
Lunch and Learn: Taxes, S Corps and LLCs Wednesday, October 9 11:45 a.m. to 1 p.m. Click <u>HERE</u> to register October Luncheon Thursday, October 17 11:30 a.m. to 1 p.m. Click <u>HERE</u> to register

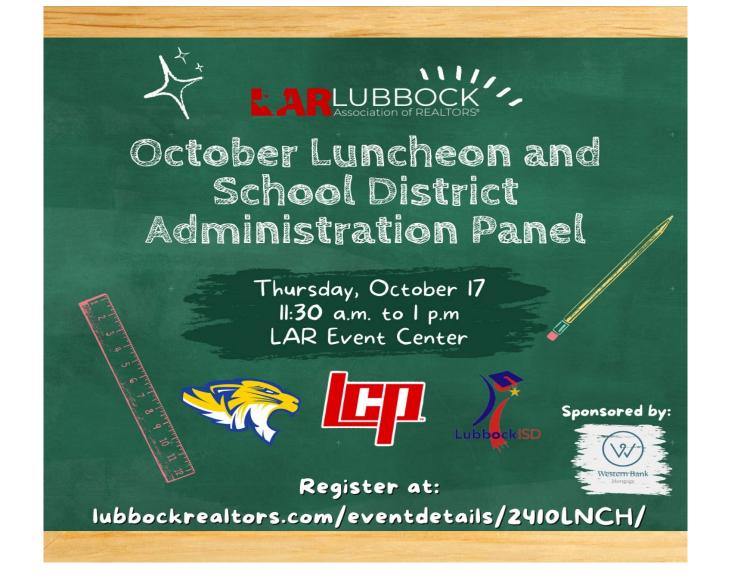
**TREC Legal Update 1** Wednesday, October 30 8:30 a.m. to 12:30 p.m. Click <u>HERE</u> to register

#### TREC Legal Update 2 Wednesday, October 30 1 p.m. to 5 p.m. Click <u>HERE</u> to register

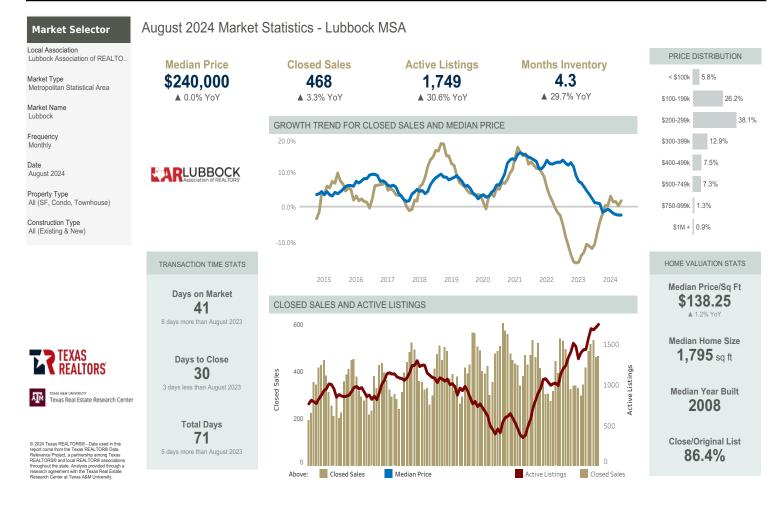
You Mean Real Estate Contracts Have to be Written?!

October 31 9 a.m. to Noon Click <u>HERE</u> to register

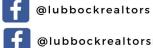




# **August Housing Stats**







@lubbockrealtorsmembers



Lubbock Association of REALTORS®

Lubbock Association of REALTORS®

@RealtorsLubbock



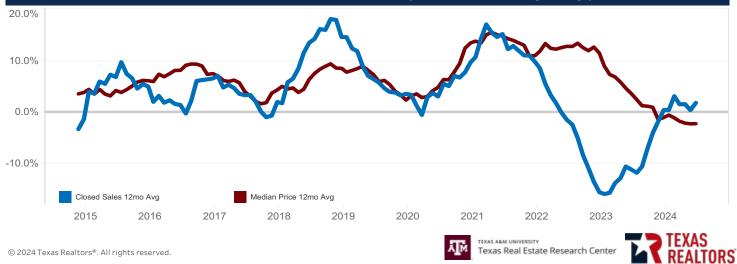


Market Name Association Name Market Type Lubbock Association of RE.. Metropolitan Statistical Area Lubbock

## August 2024 Market Snapshot Lubbock MSA

	2023	2024	% Change	2023	2024	% Change
Closed Sales	453	468	▲ 3.3%	3,458	3,538	▲ 2.3%
Median Sales Price	\$240,000	\$240,000	▲ 0.0%	\$240,000	\$234,028	▼ -2.5%
Average Sales Price	\$288,841	\$282,674	▼ -2.1%	\$280,531	\$280,438	▲ 0.0%
Ratio to Original List Price	97.5%	86.4%	▼ -11.4%	96.7%	95.2%	▼ -1.5%
Days On Market	33	41	▲ 24.2%	38	45	▲ 18.4%
New Listings	717	886	▲ 23.6%	5,877	7,054	▲ 20.0%
Under Contract	375	467	▲ 24.5%	524	563	▲ 7.4%
Active Listings	1,339	1,749	▲ 30.6%	1,124	1,586	▲ 41.1%
Months Inventory	3.3	4.3	▲ 29.7%	3.3	4.3	▲ 29.7%





Property Type Residential (SF/COND/TH)

Month (Current Report Year) August



#### Year to Date

Year to Date



Scan this QR code to

make your

2024 United Way donation now.

Wav

Lubbock Area

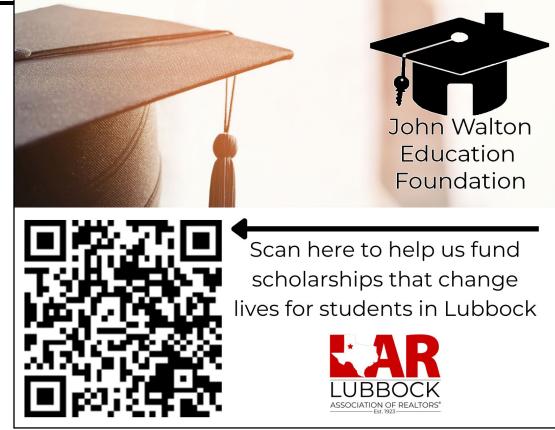
United Way





ONOMIC MOBILITY

Create opportunities to move households towards financial stability





Cade Fowler Holly McBroom

Tonya Marley MLS Administrator mls@lubbockrealtors.com

Brenda Fisher

Tino Vela

**Christine Michaels** 



Lubbock Association of REALTORS® 6510 70th Street Lubbock, TX 79424 P: 806-795-9533 F: 806-791-6429 www.lubbockrealtors.com

**GET YOUR "I AM A LUBBOCK REALTOR**" T-SHIRT FOR ONLY \$25 Contact Brenda Fisher at media@lubbockrealtors.com to order one

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

