

# October President's Message

## Talkin' Turkey

The "Turkeys for TREPAC" fundraiser is an initiative that blends community service with real estate advocacy. This fundraiser, which supports the South Plains Food Bank, is part of LAR's ongoing efforts to contribute to local charitable causes while promoting the Texas REALTORS® Political Action Committee (TREPAC). TREPAC plays a vital role in protecting your business and advocating for legislation that benefits the real estate industry.

"Turkeys for TREPAC" exemplifies how community engagement and advocacy can go hand in hand. The event encourages LAR members and their immediate family members, who are over 18 in the same household, to invest their money, with investments supporting both TREPAC and the South Plains Food Bank. The food bank, which serves families across the



2024 LUBBOCK ASSOCIATION OF REALTORS® PRESIDENT

South Plains, relies on community donations to provide meals for those in need, particularly during the holiday season. By participating in this fundraiser, REALTORS® demonstrate our commitment to addressing hunger in our community while supporting a cause that safeguards our profession. Giving is simple when it comes to fighting hunger.

Turkeys are \$35 each, two for \$65, five for \$150, and 10 for \$250. The dollar amount goes toward your total investment in TREPAC for 2025.

The collaboration between LAR and the South Plains Food Bank highlights the importance of building strong community ties. For us as REALTORS® it's an opportunity to show that our influence goes beyond property transactions—we are active participants in the well-being of Lubbock's broader community. The event also helps REALTORS® educate the public about the critical work of TREPAC, which affects local and state-level policies that influence property ownership and real estate regulations.

Overall, "Turkeys for TREPAC" not only brings food to the tables of those in need but also reinforces the role of REALTORS® as key advocates for our clients and the entire community.

## What's Inside

### Page 4

#### 2024 Turkeys for TREPAC is here!

Turkeys for TREPAC is going on now! Make your TREPAC investment and help us feed our community.

### Pages 6-7

#### September Membership Stats

See who joined, who moved and who left LAR in September.

### Page 9

#### 2025 LAR Committee Signs Ups

Want to play a bigger role in your association? Volunteer for an LAR committee or task force!

### Page 11

#### 2025 TR and NAR Dues

The deadline to pay your TR and NAR dues is 12/31. Dues received after 12/31 will incur a \$50 late fee.



Invest  
in  
TRE PAC

[CLICK HERE](#)

THE TRE PAC INVESTMENT YEAR  
IS OCTOBER 1 - SEPTEMBER 30

#trepacpurplesolution

# R PAC

## LAR HALL OF FAME MEMBERS

Donna Sue Clements  
Jef Conn  
Vanessa Dirks  
Rich Eberhardt  
Cade Fowler  
Tony Lloyd  
Lisa Pearce  
Winn Sikes  
Dan Williams



2024  
TREPAC total:  
\$224,079





# 2024 #  
TURKEYS FOR TREPAC

SCAN

\$35

\$150

\$65

\$250

OR VISIT LUBBOCKREALTORS.COM/TURKEYS\_FOR\_TREPAC/2024 GOAL: \$30,000

# 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.

FlexMLS Live Date  
Set for February 3,  
2025

Both systems will run  
parallel beginning  
January 20, 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

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

MLS SYSTEM  
IS CHANGING  
TO FLEXMLS  
IN 2025

Code of Ethics  
REQUIREMENT

If you haven't satisfied NAR's requirement to take Code of  
Ethics training, you have until December 31, 2024

Check your status now at  
bit.ly/2024-COE

LARLUBBOCK  
Association of REALTORS®



# September Membership Stats



**LAR Membership Counts as of September 30, 2024.**  
There was a 0.5% percent increase from September 2023.

1,731	Total members
205	Designated REALTORS
1,460	REALTORS
25	REALTORS Emeritus
41	Appraisers
<b>MLS only participants/subscribers</b>	
104	MLS only Designated REALTORS
105	MLS only REALTORS
30	MLS only Appraisers

**REALTOR® Membership Applications**

Katy Vickers, Platinum West Realty  
Nicholas Busse, The WestMark Companies  
Mark LaPenotiere, Keller Williams Realty  
Megan Pilgrim, Western Heritage Realty and Investments  
Neil Sanders, Exit Realty of Lubbock  
Amanda Davis, United Realty, LLC  
Sarah Klassen, Clear Rock Realty  
Jordan Matthews, Exit Realty of Lubbock  
Bruab Victor, Trebbiano Realty  
Madeleine Faivre, Amy Tapp Realty  
Whitney Stone, Locate Lubbock Real Estate LLC  
Amer Riley, Steadfast Realty, LLC  
Chris Rivera, Exit Realty of Lubbock  
Makena Powell, Amy Tapp Realty  
Marcus Cruz, Brick & Loft Realty  
Mariah Ramirez, Better Homes & Gardens

Chris Adams, eXp Realty LLC  
Jonathan Redd, eXp Realty LLC  
Mireya Estrello, United Realty, LLC

**Designated REALTORS®**

Michelle Kauffman, Michelle Kauffman, Real Estate Agency  
Laqutia Martin, Epique Realty LLC  
Landon Quigley, Brick & Loft Realty

**Transfers**

Kimberly Jones, eXp Realty LLC, to L3 Brokers  
Joeph Randall, Progressive Properties, to Veritas Real Estate Company  
Brittlin Noe, Reside Real Estate Co., to Southern Magnolia Real Estate  
Luke Bradshaw, Clear Rock Realty, to Southern Magnolia Real Estate  
Stacy Turner, Reside Real Estate Co., to eXp Realty LLC  
Alicia Jameson, Berkshire Hathaway

HomeServices Premier Properties, to Michelle Kauffman, Real Estate Agency  
Priscilla Casanova, AMRR Realty, to Aycock Realty Group, LLC  
Brandi Fennell, American Homestead Real Estate, to Steadfast Realty, LLC  
Brian Britton, Berkshire Hathaway HomeServices Premier Properties, to Michelle Kauffman Real Estate Agency  
Bambi Temple, Berkshire Hathaway HomeServices Premier Properties, to Michelle Kauffman Real Estate Agency  
Ashley Sawyer, Better Homes and Gardens Blu Realty, to The Nicholson Agency Real Estate  
Sole Placencia, Bray Real Estate Group, to eXp Realty LLC  
Irma Carrasco, Century 21 Kearney & Associates, to JPAR Lubbock  
Courtney Jordan, Black Orchid Real Estate LLC, to Southern Magnolias Real Estate  
Henry Bobadilla, Canzell Realty, to eXp Realty LLC  
Kinsley Scott, Reside Real Estate Co., to Modern day Living RE LLC

**Cancellations**

Savannah Crozier, Better Homes and Gardens Blu Realty  
Alicia Odom, Brick & Loft Realty  
James Peel, West Sage, REALTORS  
Michael Flowers, McDougal, REALTORS  
Monica Clay, Keller Williams Realty  
Ken Whitfield, Epique Realty LLC  
Wilda Wisdom, Wilda Wisdom Broker  
Brayden Hobbs, Reside Real Estate Co.  
Sherri Aycock, Aycock Realty Group, LLC  
Cindi Simmons, Berkshire Hathaway HomeServices Premier Properties  
Jenna Hall, Reside Real Estate Co.  
Chris Wilkins, Reside Real Estate Co.  
Jessica Pena, Reside Real Estate Co.  
Adrian Nunez, eXp Realty LLC  
Mic Quintanilla, eXp Realty LLC  
Jimmy Lynn, Aycock Realty Group, LLC  
Madisyn Bice, Reside Real Estate Co.  
Thomas Longoria-Turman, Aycock Realty Group, LLC  
Marie Cardenas, Resolute Realty Company

**Miscellaneous Changes**

Cathy Baxter reinstated with Lubbock Homestead Realty Group  
Nikolus Linnenkugel reinstated with Keller Williams Realty

Ryan Kauffman reinstated with Michelle Kauffman Real Estate Agency  
Jon Gallegos reinstated with Keller Williams  
Pepe Lucio reinstated with Brick & Loft Realty  
Randall Foster reinstated with The Real Estate Ranch

**MLS Only**

Paul Viers, Compass RE Texas, LLC, cancelled  
Tony Gilbert, The RealFX Group, cancelled  
York Gill, Gill Properties, cancelled  
Taylor Henderson, Monument Realty, to Heritage Real Estate  
Josiah Ford, Team Ford, REALTORS, cancelled  
Pete Mata, Team Ford, REALTORS, cancelled  
Cliff Freeman, eXp Realty LLC, cancelled

Natalie VanderMaarl, Reside Real Estate Co., cancelled  
Aubrey Von Behren, eXp Realty LLC  
Drury Roberts, Roberts & Wilkins, REALTORS, cancelled  
Debbi Wilkins, Roberts & Wilkins, REALTORS, Broker  
Blair Hess, Rocket Homes Real Estate, LLC  
Ivan Perez, Monument Realty  
Becca Owens, Heritage Real Estate  
Holly Bryant, RockOne Realty

Thank you to our 2024  
**PRIME BUSINESS PARTNERS**



# Classes and Events

<b>All Things VA Lunch &amp; Learn</b> Monday, November 4 11:45 a.m. to 1 p.m. Click <a href="#">HERE</a> to register by 10/31	<b>November Luncheon</b> Thursday, November 21 11:30 a.m. to 1 p.m. Click <a href="#">HERE</a> to register	<b>New Member Orientation</b> Tuesday, December 3 8:30 a.m. to 1 p.m. Click <a href="#">HERE</a> to register
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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 Association of REALTORS®

2025 Committee Applications

Learn more and sign up at:  
[lubbockrealtors.com/2025committees/](https://lubbockrealtors.com/2025committees/)

C2EX

Challenge

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 endorsement will be entered into a drawing to win \$200. The final drawing will be held at the December luncheon.

All 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.



### 2024 Lubbok Association of REALTORS® United Way Fundraising Goal

\$75,000

Raised \$57,142

OUR MISSION: *Giving • People • Hope*

- \$

**ECONOMIC MOBILITY**  
Create opportunities to move households towards financial stability.
- 👤

**CONFRONTING VIOLENCE**  
Support local prevention efforts and access to services for victims of child abuse and neglect, sex trafficking, and family violence.
- 🎓

**EDUCATION**  
Increase access to educational programs and materials to promote literacy and educational attainment for people of all ages.
- 🧠

**MENTAL HEALTH**  
Advocate for local access to quality mental health services and supports.

THANK YOU!

#liveunitedLBK

Learn more about the difference your gift makes.

FOLLOW US ON

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LUBBOCK, TX 79401  
806.747.2711

United Way

Lubbock Area United Way

Scan this QR code to make your 2024 United Way donation now.

United Way

Lubbock Area United Way

LAR

LUBBOCK ASSOCIATION OF REALTORS®

DONATE TO THE 2024 LAR UNITED WAY CAMPAIGN

and be entered to win these prizes

1

\$500 CASH

We'll draw for three (3) winners

2

\$250 CASH

We'll draw for three (3) winners

3

iPAD

Winners will be announced in DECEMBER

\$25 = 1 entry  
\$115 = 6 entries

Scan here to make your donation

Or visit

bit.ly/2024LAR-UW

TEXAS REALTORS®

NATIONAL ASSOCIATION OF REALTORS®

2025 TR AND NAR ANNUAL DUES ARE DUE BY 12/31

2025 TR and NAR Dues are \$358

DUES RECEIVED AFTER 12/31 WILL INCUR A \$50 LATE FEE

# September Housing Stats

Market Selector

Local Association  
Lubbock Association of REALTORS®

Market Type  
Metropolitan Statistical Area

Market Name  
Lubbock

Frequency  
Monthly

Date  
September 2024

Property Type  
All (SF, Condo, Townhouse)

Construction Type  
All (Existing & New)

September 2024 Market Statistics - Lubbock MSA

Median Price

\$245,000

▲ 6.1% YoY

Closed Sales

362

▲ 10.7% YoY

Active Listings

1,786

▲ 26.8% YoY

Months Inventory

4.4

▲ 22.8% YoY

PRICE DISTRIBUTION

< \$100k

6.9%

\$100-199k

26.3%

\$200-299k

36.3%

\$300-399k

12.3%

\$400-499k

8.6%

\$500-749k

7.1%

\$750-999k

1.1%

\$1M +

1.4%

GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE

TRANSACTION TIME STATS

Days on Market

48

10 days more than September 2023

Days to Close

33

3 days more than September 2023

Total Days

81

13 days more than September 2023

CLOSED SALES AND ACTIVE LISTINGS

HOME VALUATION STATS

Median Price/Sq Ft

\$136.03

▲ 1.4% YoY

Median Home Size

1,796 sq ft

Median Year Built

2001

Close/Original List

86.5%

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.



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- @lubbockrealtorsmembers
- @lubbockrealtors
- @RealtorsLubbock
- Lubbock Association of REALTORS®
- Lubbock Association of REALTORS®



Association Name  
Lubbock Association of RE...

Market Type  
Metropolitan Statistical Area

Market Name  
Lubbock

Property Type  
Residential (SF/COND/TH)

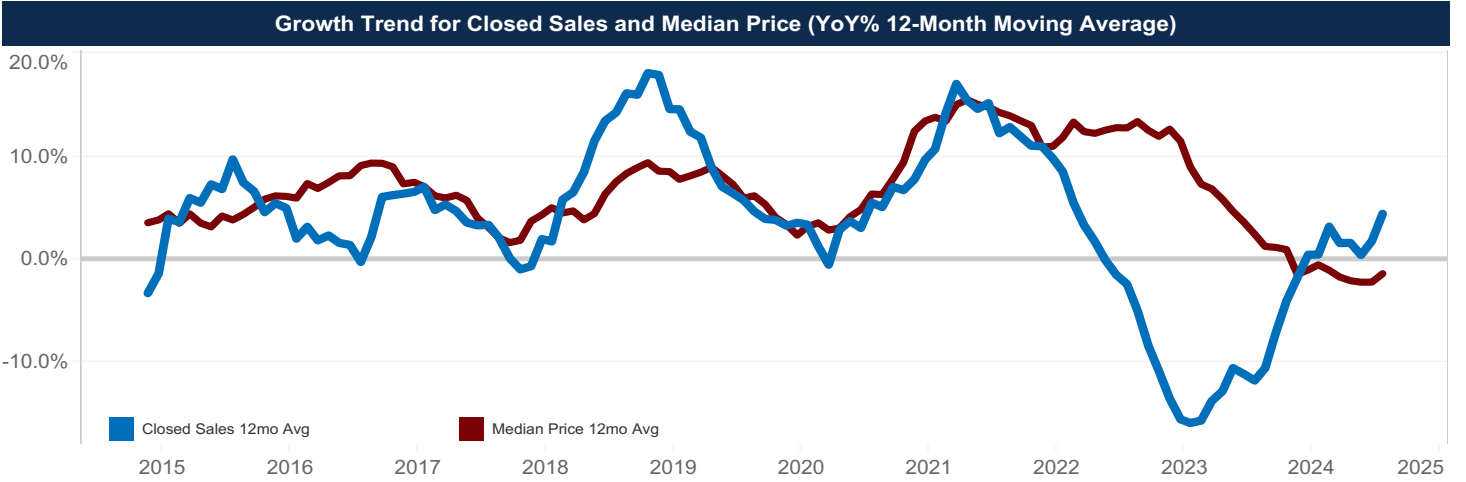
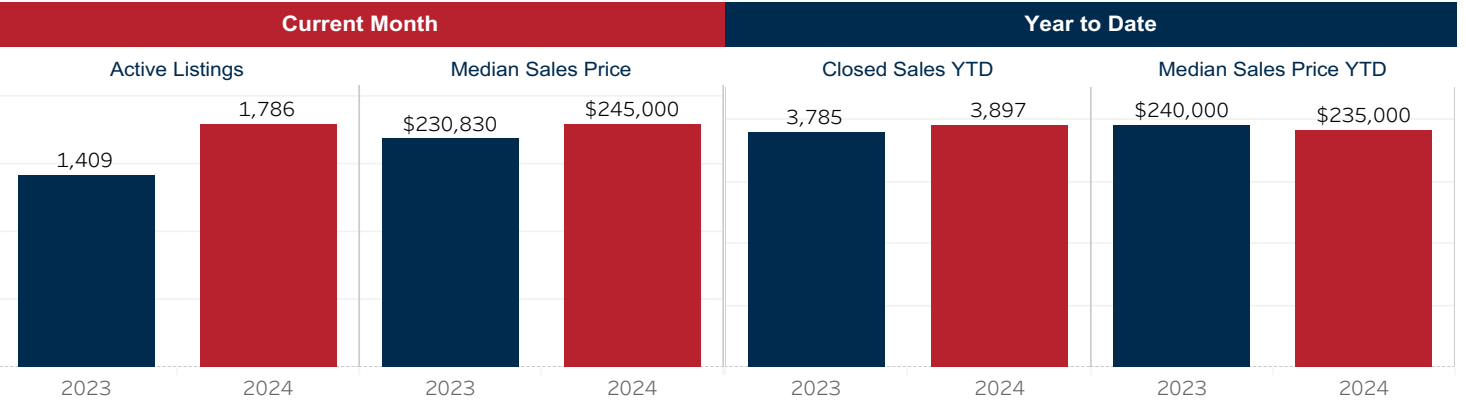
Month (Current Report Year)  
September

## September 2024 Market Snapshot

### Lubbock MSA



	Year to Date			Year to Date		
	2023	2024	% Change	2023	2024	% Change
Closed Sales	327	362	▲ 10.7%	3,785	3,897	▲ 3.0%
Median Sales Price	\$230,830	\$245,000	▲ 6.1%	\$240,000	\$235,000	▼ -2.1%
Average Sales Price	\$286,692	\$288,311	▲ 0.6%	\$281,063	\$280,974	▲ 0.0%
Ratio to Original List Price	95.5%	86.5%	▼ -9.5%	96.6%	95.1%	▼ -1.5%
Days On Market	38	48	▲ 26.3%	38	46	▲ 21.1%
New Listings	759	742	▼ -2.2%	6,634	7,801	▲ 17.6%
Under Contract	399	474	▲ 18.8%	510	553	▲ 8.4%
Active Listings	1,409	1,786	▲ 26.8%	1,157	1,610	▲ 39.2%
Months Inventory	3.6	4.4	▲ 22.8%	3.6	4.4	▲ 22.8%







To each their home.™

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John Walton  
Education  
Foundation



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lives for students in Lubbock



# Help us tell your Lubbock REALTOR® Stories

Lubbock REALTORS® 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® 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**



# How to share your Lubbock REALTOR® 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® stories!

 **#LBKREALTORSTORIES**

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[media@lubbockrealtors.com](mailto: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.