



NEWSLETTER

November President's Message

Realtors®: A Powerful Voice for Lubbock Property Owners

The Lubbock Association of REALTORS® is more than just a professional organization; it's a steadfast advocate for local property owners. LAR works tirelessly to ensure that property owners are protected from unfair regulations, excessive taxes, and other challenges that can impact their investments.

One of LAR's primary roles is to lobby for favorable legislation. By working closely with elected officials, LAR influences policy decisions that affect private property rights. This includes advocating for property tax reforms, zoning changes, and environmental regulations that are fair and balanced.

In recent years, LAR has been particularly active in advocating for property owners. For example, LAR representatives testified before the Lateral Sewer Line Ad Hoc Committee to voice the concerns of



2024 LUBBOCK ASSOCIATION OF REALTORS® PRESIDENT

property owners. Additionally, LAR has been involved in the election of new city officials, interviewing candidates and requesting TREPAC funds to support their campaigns. These efforts have significantly increased LAR's influence on local real estate policies.

Beyond lobbying, LAR also provides valuable resources and support to property owners. Educational programs and workshops help owners understand their rights and responsibilities, making it easier for them to navigate complex issues like property disputes and foreclosure.

LAR also serves as a liaison between property owners and local government agencies. By helping property owners navigate bureaucratic processes and resolve issues efficiently, LAR can prevent disputes from escalating and protect the interests of property owners.

In conclusion, the Lubbock Association of REALTORS® is a vital advocate for local property owners. Through its efforts in advocacy, education, and support, LAR helps to ensure that property owners' rights are protected and their investments are secure.

What's Inside

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2024 Turkeys for TREPAC is here!

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

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Thank you LAR Members!

The LAR Staff is so thankful for every member! Thank you for all you do!

Pages 6-7

October Membership Stats

See who joined, who moved and who cancelled during October.

Page 10

2024 United Way Fundraiser

We are getting close to the end of our 2024 fundraising campaign.

LAR LUBBOCK Association of REALTORS®

2024
TURKEYS FOR TREPAC

SCAN

\$35	\$150
\$65	\$250

2024 GOAL: \$30,000

OR VISIT LUBBOCKREALTORS.COM/TURKEYS_FOR_TREPAC/

TREPAC

Invest in **TREPAC**

[CLICK HERE](#)

THE TREPAC INVESTMENT YEAR IS OCTOBER 1 - SEPTEMBER 30

#trepacpuresolution

RPAC

LAR HALL OF FAME MEMBERS

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

LAR LUBBOCK Association of REALTORS®

2024 TURKEYS FOR TREPAC

Raised \$5,550
As of 11/19/2024

2024 Goal: \$30,000

"I invest in TREPAC to protect private property rights and my industry. The advocacy TREPAC provides ensures that our voice is heard and that we have a seat at the table. If you're not at the table, you're probably on the menu."

COLBY NORRIS
2025 TREPAC Chairman
Major Investor and NAR President's Circle Member

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.



As we reflect on the year, we're filled with gratitude for our incredible community of 1,700+ REALTOR® Members and Affiliated Business Partners. Your dedication to our mission and your unwavering support have been instrumental in shaping our association into the thriving organization it is today.

You're more than just real estate professionals; you're the architects of dreams. Your expertise guides clients through the complex world of homeownership, transforming houses into homes.

Your passion for our community fuels your commitment to making Lubbock a better place to live. From supporting local businesses to volunteering your time, you're making a tangible difference in the lives of those around you.

We're proud to call you our colleagues, our friends, and our partners. Your hard work, your positive attitude, and your unwavering dedication inspire us all. Thank you for being a part of LAR and for making a lasting impact on our community.

Janay Marley *Holly McBroom*
Jim Vega *Cade Parker* *BC Michaels*
Brenda Fish

MLS SYSTEM IS CHANGING TO FLEXMLS IN 2025

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

CODE OF ETHICS CYCLE 7

- 1 Code of Ethics training Cycle 7 **MUST** be completed by December 31, 2024
- 2 To check your status [CLICK HERE](#)
- 3 Take a class:
 - LAR - November 19 or December 18
 - Lubbock CE Shop
 - NAR
- 4 Do a happy dance because you are good for three years.

NAR & TR DUES

2025 National Association of REALTORS® and Texas REALTORS® dues: **\$358**

Due Date: **December 31, 2024**

Dues received after 12/31/2024 will incur a: **\$50 Late Fee**

DON'T MISS THIS DEADLINE!

October Membership Stats



LAR Membership Counts as of October 31, 2024.
 There was a 0.52% percent decrease from October 2023.

1,725	Total members
204	Designated REALTORS
1,456	REALTORS
25	REALTORS Emeritus
40	Appraisers
MLS only participants/subscribers	
103	MLS only Designated REALTORS
100	MLS only REALTORS
30	MLS only Appraisers

REALTOR® MEMBERSHIP APPLICATIONS

Kali Medlin, Keller Williams Realty
 Davis Draughon, Reside Real Estate Co.
 Lacy Lusk, Southern Magnolias Real Estate
 Dion Mitchell, Reside Real Estate Co.
 Teague Severson, The WestMark Companies
 Fabian Avalos, Keller Williams Realty
 Danny Ewing, Amy Tapp Realty
 David Douglas, PROP Realty
 Kendall Bullard, Williams & Company Real Estate

Tiffany Owens, Keller Williams Realty
 Alyssa Wells, Jackson Real Estate Company
 Keely Williams, Keller Williams Realty
 Jeff Klein, jHoward Realty, Inc.
 Blake Embry, Keller Williams Realty
 Tara Roberson, Amy Tapp Realty
 Megan Garcia, eXP Realty LLC
 Brooks Jay, Keller Williams Realty
 Anthony Lowder, Keller Williams Realty
 Donella Rackler, Clear Rock Realty

DESIGNATED REALTORS®

Deborah Fulks, Fulks Valuation Services
 Nichole King Jones, Poca Stella Real Estate Group
 Jeremy Reed, RE/MAX Lubbock
 Chris Salinas, Grand Slam Real Estate Group
 Chuck Fleischer, Call It Closed International Realty
 Keta West Everett, West Real Estate Group PLLC

NEW AFFILIATE MEMBERS

Mark Frick, Makes IT Work

TRANSFERS

Amber Bolen, Berkshire Hathaway Home Services, to Michelle Kauffman Real Estate
 Jane Jones, Realty Connect Group, to Keller Williams Realty
 Jack Chapman, Westar Commercial Realty, to J. Chapman, REALTOR
 Sarah Kanagaratnam, Exit Realty of Lubbock, to eXp Realty LLC
 Lezlee Hernandez, Location Rentals, to Exit Realty of Lubbock
 Courtney Mills, Better Homes and Gardens Blu Realty, to Epique Realty LLC
 Tucker Ryan, L3 Brokers, to Keller Williams Realty
 Jon Gallegos, Keller Williams Realty, to Grand Slam Real Estate Group
 Dawn Mitchell, Keller Williams Realty, to Reside Real Estate Co.
 Sarah Jones, Brick & Loft Realty, to Aycock Realty Group, LLC
 RE/MAX Lubbock change of DR from David Denny to Jeremy Reed (37)
 Jason Jones, Brady Collier, Broker, to eXp Realty LLC
 David Douglas, PROP Realty, to Reside Real Estate Co.
 Lavene Vasquez, Keller Williams Realty, to Aycock Realty Group
 Daniel Balderas, Brick & Loft Realty, to Raider Realty
 Candie Larmon, Brick & Loft Realty, to Reside Real Estate Co.
 Amalia Villalobos, Fathom Realty, to WTX Realty, LLC

CANCELLATIONS

Ali Broman, Brick & Loft Realty
 Sarah Kanagaratnam, Exit Realty of Lubbock
 Jason Jones, Brady Collier, Broker
 Bernell Wilson, Lyons Realty, deceased
 Jeff Farmer, Berkshire Hathaway HomeServices Premier Properties
 Micki Pridmore, Better Homes and Gardens Blu Realty
 Marie Talkmitt, Keller Williams Realty
 Taylor Jeann Stephens, NextHome Generation
 Shelby Givens, NextHome Generations
 David Denny, RE/MAX Lubbock
 Leslie Luna, Keller Williams Realty
 Cade Rester, Berkshire Hathaway HomeServices Premier Properties
 Madelyn Cox, Keller Williams Realty
 Marcus Contreras, Brick & Loft Realty

Dan Joost, Progressive Properties
 Jason Davis, Berkshire Hathaway HomeServices Premier Properties
 Ginger Robertson, Coldwell Banker Trusted Advisors
 Nanette Deso, Nanette Deso Appraisal
 Lanny Harris, RE/MAX Lubbock
 Amanda Vick, Reside Real Estate Co.
 Jim Flournoy, Flournoy Real Estate, LLC
 Sydney Payton, Keller Williams Realty

MISSELLENEOUS CHANGES

Sarah Kanagaratnam reinstated with eXp
 Kenneth "Kade" Spradlin reinstated with Exit Realty of Lubbock
 Michael Clayton, Clear Rock Realty, change to non-MLS member
 Jimmy Lynn reinstated with Aycock Realty Group, LLC
 Ali Broman reinstated with eXp Realty

LLC
 Thomas Longoria-Turman reinstated with Aycock Realty Group, LLC

MLS ONLY

Renee Sun, eXp Realty LLC, cancelled
 Mike Bowman, Century 21 Mike Bowman, Inc., cancelled
 Adam Strauss, Summit Real Estate
 Austyn Richardson, eXp Realty LLC, cancelled
 Terry Kirkpatrick, Canzell Realty, cancelled
 Omega Mejia, Real Broker, LLC
 Wanda Hall, Brashears Home & Land Realty
 Nathan Bowers, All City Real Estate, Ltd. Co, cancelled
 Kevin Scanlan, All City Real Estate, Ltd. Co, cancelled
 JoNell Slack, Fathom Realty, cancelled

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

Classes and Events

New Member Orientation

Wednesday, December 11
8:30 a.m. to 1 p.m.
Click [HERE](#) to register

Code of Ethics

Wednesday, December 18
9 a.m. to Noon
Click [HERE](#) to register

2025 Installation and Awards Banquet

Friday, January 17
6:30 p.m.
More details to follow

1031 Like Kind Exchange

Wednesday, December 4
10 a.m. to 11 a.m.
Click [HERE](#) to register

December Luncheon and Annual Membership Meeting

Thursday, December 19
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

Feel even more grateful once ethics courses are complete!

SAVE 30%

promo code: **ETHICS30**

This course was designed by us to meet the REALTOR® Code of Ethics Training Requirement. Please confirm that your local association, who administers the Code of Ethics training, will accept this course.



Offer valid until 12/31/24. Education provided by The CE Shop. ©2024 The CE Shop LLC. All Rights Reserved.

Need CE credits?

USE LAR'S APPROVED ONLINE COURSE PROVIDER



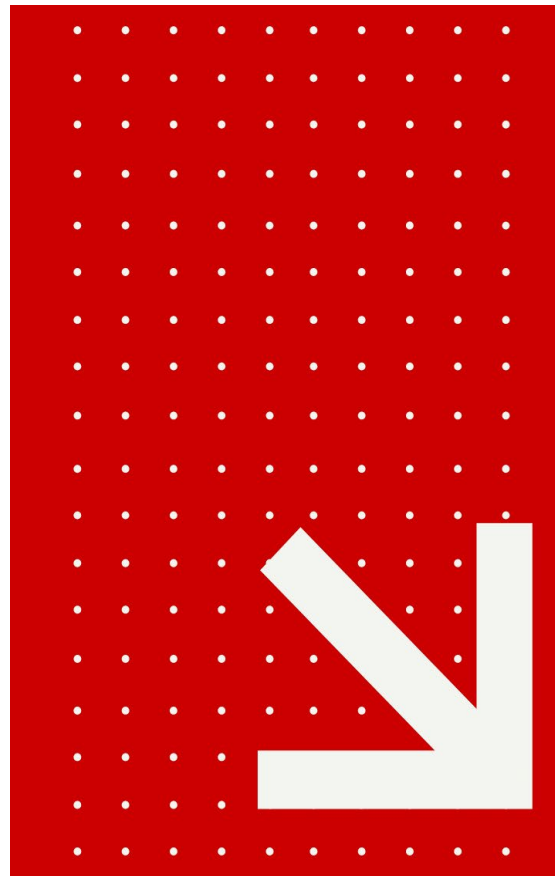
LEARN MORE [LUBBOCKREALTORS.THESHOP.COM/](https://lubbockrealtors.theceshop.com/)

Save 30%

on your real estate and professional development education through the month of November.

PROMO CODE **NOV30**

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Lubbock Association of REALTORS® 2025 Committee Applications



Learn more and sign up at:

lubbockrealtors.com/2025committees/

LAR LUBBOCK 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 last drawing will be held during the December Luncheon.

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.

LAR LUBBOCK Association of REALTORS® HOLIDAY HOURS

WEDNESDAY, NOVEMBER 27 CLOSED AT NOON
THURSDAY, NOVEMBER 28 CLOSED
FRIDAY, NOVEMBER 29 CLOSED

LAR LUBBOCK
Association of REALTORS®

2024 Lubbock Association of REALTORS® United Way Fundraising Goal

\$75,000

Raised **\$61,767**

Scan here to make your donation

Or visit bit.ly/2024LAR-UW

United Way Lubbock Area United Way

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.



1655 MAIN STREET, STE 101
LUBBOCK, TX 79401
806.747.2711



FOLLOW US ON

LUBBOCKUNITEDWAY.ORG

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

- \$500 CASH**
We'll draw for three (3) winners
- \$250 CASH**
We'll draw for three (3) winners
- 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

United Way Lubbock Area United Way

2025 NATIONAL ASSOCIATION OF REALTORS®

Committee Appointments

Chris Brooks
2025 STATE AND LOCAL ISSUES POLICY COMMITTEE

Jef Conn
2025 BOARD OF DIRECTORS, FINANCE COMMITTEE & REAL PROPERTY OPERATIONS COMMITTEE

Vanessa Dirks
2025 BOARD OF DIRECTORS & RISK MANAGEMENT ISSUES COMMITTEE

Tim Garrett
2025 IDEA EXCHANGE COUNCIL FOR BROKERS

Ken Harlan
2025 MULTIPLE LISTING ISSUES AND POLICIES COMMITTEE

Michael Hutton
2025 FEDERAL FINANCING & HOUSING POLICY COMMITTEE

Tony Lloyd
2025 BOARD OF DIRECTORS & STATE AND LOCAL ISSUES MOBILIZATION SUPPORT COMMITTEE

Winn Sikes
2025 PUBLIC POLICY COORDINATING COMMITTEE

Tracy Thomason
2025 DATA STRATEGIES COMMITTEE

LAR LUBBOCK
Association of REALTORS®

October Housing Stats

Market Selector

Local Association
Lubbock Association of REALTORS®

Market Type
Metropolitan Statistical Area

Market Name
Lubbock

Frequency
Monthly

Date
October 2024

Property Type
All Residential (SF, Condo, Town..)

Construction Type
All (Existing & New)

[Click to View Infographic](#)



© 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 Real Estate Center at Texas A&M University.

October 2024 Market Statistics - Lubbock MSA

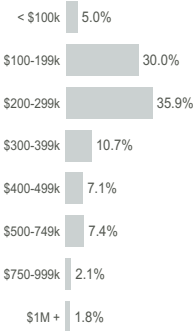
Median Price
\$231,900
▼ -5.0% YoY

Closed Sales
348
▲ 2.1% YoY

Active Listings
1,732
▲ 14.3% YoY

Months Inventory
4.2
▲ 10.1% YoY

PRICE DISTRIBUTION



VALUATION STATS

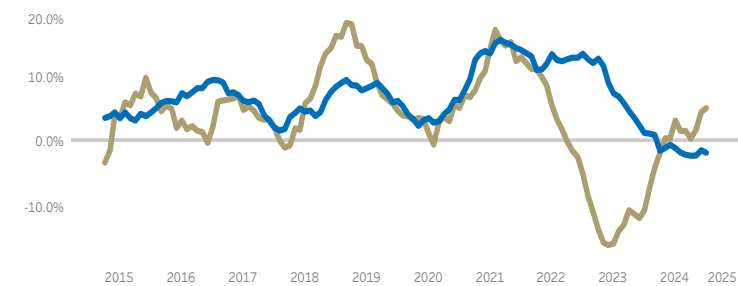
Median Price/Sq Ft
\$135.64
▲ 0.2% YoY

Median Home Size
1,781 sq ft

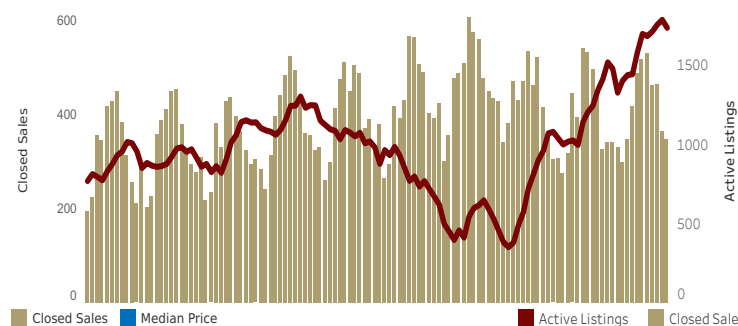
Median Year Built
2004

Close/Original List
94.0%

GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



CLOSED SALES AND ACTIVE LISTINGS



TRANSACTION TIME STATS

Days on Market
51
13 days more than October 2023

Days to Close
30
1 day more than October 2023

Total Days
81
14 days more than October 2023



@lubbockrealtors

@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

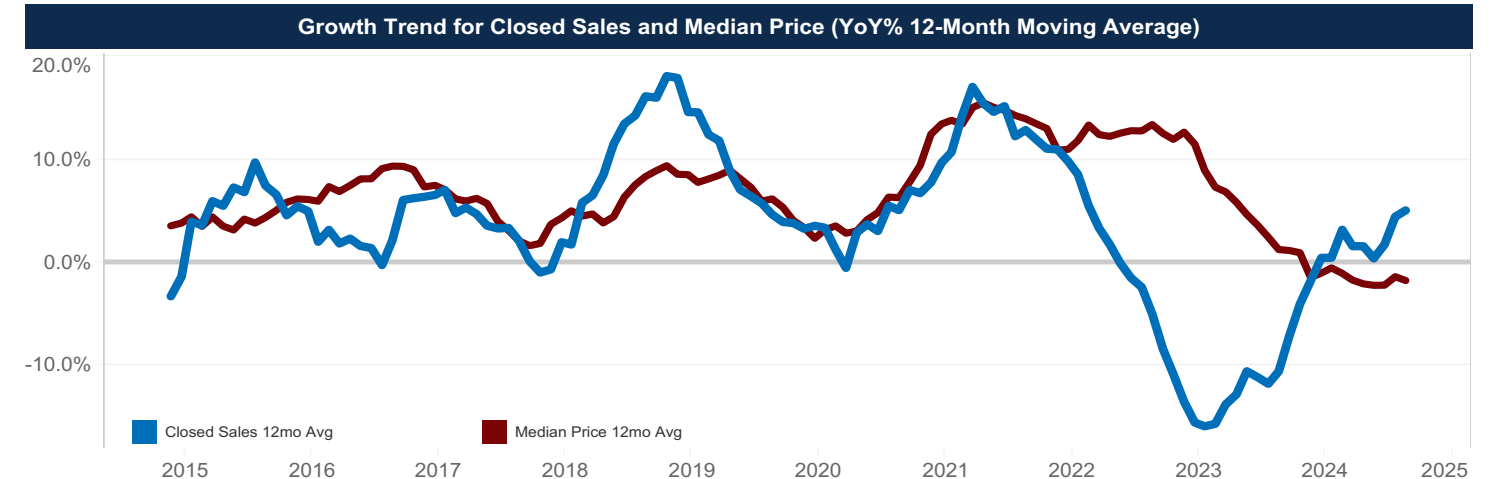
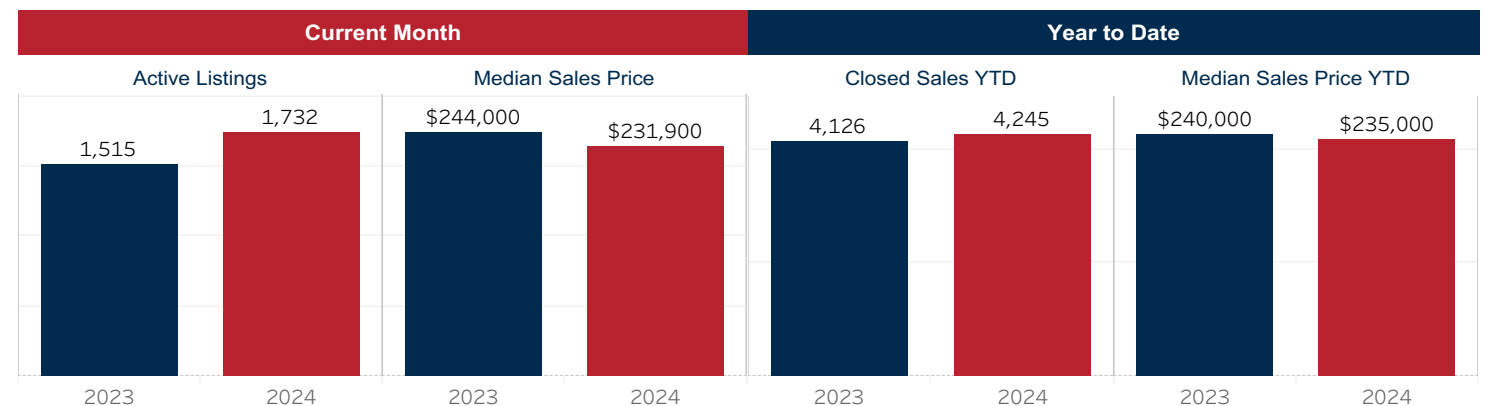
Property Type: Residential (SF/COND/TH)
Month (Current Report Year): October

October 2024 Market Snapshot

Lubbock MSA



	Year to Date			Year to Date		
	2023	2024	% Change	2023	2024	% Change
Closed Sales	341	348	▲ 2.1%	4,126	4,245	▲ 2.9%
Median Sales Price	\$244,000	\$231,900	▼ -5.0%	\$240,000	\$235,000	▼ -2.1%
Average Sales Price	\$283,954	\$294,374	▲ 3.7%	\$281,302	\$281,939	▲ 0.2%
Ratio to Original List Price	95.3%	94.0%	▼ -1.4%	96.5%	95.1%	▼ -1.4%
Days On Market	38	51	▲ 34.2%	38	46	▲ 21.1%
New Listings	782	751	▼ -4.0%	7,415	8,553	▲ 15.4%
Under Contract	423	491	▲ 16.1%	502	546	▲ 8.8%
Active Listings	1,515	1,732	▲ 14.3%	1,192	1,620	▲ 35.9%
Months Inventory	3.8	4.2	▲ 10.1%	3.8	4.2	▲ 10.1%



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

realtor.com
To each their home.™

Amplify your support of buyer representation!

Visit the Realtor.com self-service Buyer Agent toolkit which includes an astounding 111 item to-do list for you to use and customize with your logo, including:

- Print ads
- Shareable social assets
- Printable posters
- PowerPoint slides

Get started now by downloading assets from the toolkit and share this important message with your network.

realtor.com/buyeragenttoolkit

#Ibkrealtorstories

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 **#Ibkrealtorstories!**

Please use the hashtag **#Ibkrealtorstories** 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.

#Ibkrealtorstories

How to share your Lubbock REALTOR® Stories in 3 easy steps!

1 **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.

2 **USE THE REALTOR® STORIES HASHTAGS**
Don't forget to use **#Ibkrealtorstories** 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

3 **TAG LAR**
Be sure to tag **@lubbockrealtors** on Instagram and Facebook so we can help share your REALTOR® stories!

LAR LUBBOCK **#LBKREALTORSTORIES**




John Walton
Education
Foundation



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



**Lubbock Association
of REALTORS® Staff**

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**GET YOUR
"I AM A LUBBOCK
REALTOR" T-SHIRT
FOR ONLY \$25**

Contact Brenda Fisher at
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.