

NEWSLETTER

Issue 12 | Vol 4 | December 2024

December 2024

December President's Message

Volunteerism: The Backbone of Lubbock Association of REALTORS®

Before I write another word, I want to say “Thank You!” to our members who give their time, talents, and treasures. The Lubbock Association of REALTORS® is a vibrant community of real estate professionals dedicated to serving the needs of their clients and the local community. At the heart of LAR’s success lies a strong foundation of volunteerism.

Volunteers are crucial in driving LAR’s initiatives and ensuring the organization’s continued growth. Volunteers contribute their time, expertise, and passion to make a positive impact from serving on committees, subcommittees, and task forces to participating in community outreach events like Step Up for Kids this past October.

One of the most significant benefits



of volunteerism within LAR is the opportunity for professional development. By taking on leadership training and roles and working alongside experienced professionals, volunteers can expand their knowledge, network with industry peers, and enhance their career prospects.

Moreover, volunteerism fosters a sense of camaraderie and belonging among LAR members. It provides a platform for individuals to connect with like-minded professionals, share ideas, and collaborate on projects that benefit the entire community.

LAR’s success is a testament to the power of volunteerism. By harnessing its members’ energy and dedication, the organization can provide valuable resources, education, and support to its members and the greater community. As LAR continues to grow and evolve, the importance of volunteerism will remain an integral part of its mission.

When the opportunity comes, please consider becoming part of this extraordinary army of volunteers.

What's Inside

Page 5

2024 LAR C2EX Recipients

See who answered the C2EX Challenge for 2024! Congrats to everyone who earned their endorsement.

Pages 6-7

Flexmls Conversion Info and Training

We will be changing to the Flexmls system in February. Get all the info about the change and training opportunities for the new system.

Page 8

November Membership Stats

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

Pages 12-13

Code of Ethics Training Deadline

If you need your Cycle 7 Code of Ethics training, the deadline is December 31, 2024. Don't miss this deadline!

LAR LUBBOCK
Association of REALTORS®

2024 #
TURKEYS FOR TREPAC

SCAN

OR VISIT LUBBOCKREALTORS.COM/TURKEYS_FOR_TREPAC/

\$35

\$150

\$65

\$250

2024 GOAL: \$30,000

LAR HAS MADE A PLEDGE TO THE SOUTH PLAINS FOOD BANK, NOW WE NEED YOUR HELP TO REACH OUR GOAL



LAR LUBBOCK
Association of REALTORS®

2024 TURKEYS FOR TREPAC

Raised **\$10,025** As of: 12/11/2024


2024 Goal: **\$30,000**

TREPAC

MICHAEL HUTTON
2024 LAR President,
Major Investor and NAR President's Circle Member

"So, do you like communism? How about the taxation practiced by then Romans in ancient Judea? No, you say? Then you need TREPAC. They protect your right to private property ownership as well as fight off the jackals that would tax the industry and those buyers and sellers to the point that property ownership is only attainable for the extremely wealthy. Support TREPAC by investing your money in a proven group that has won battle after battle to make it viable to be a home and/or private property owner."





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



2024 O2EX Recipients

✓ Samantha Burton	✓ Chelsea Reeves
✓ Crystal Delgado	✓ Leigh Anne Brozo
✓ Haylee Potter	✓ Andrea Sturdivant
✓ Robyn Edwards	✓ Pam Titzell
✓ Michael Hutton	✓ Lisa Victor
✓ Amber Sanders	✓ Brenda Fisher
✓ Robert Garcia	✓ Marci Munoz
✓ Jennifer Loper	✓ Jason Gonzales
✓ Tim Grissom	✓ Chris Farrell
✓ Jacky Howard	✓ Bambi Temple
✓ Kyle Rogers	✓ Cory Cash
✓ Thena Ramesh	✓ Peaches Hurtado
✓ Tony Lloyd	✓ Delight Davis


Congratulations!



\$250 WINNERS **\$500 WINNERS**

Linda Ferguson Donna Sue Clements
Mark McMillan Denae Hutson
Jeremy Steen Celia Palmer

IPAD
Joy Daniel

WINNERS

Q2	Q3	Q4
Jason Gonzales	Brenda Fisher	Haylee Potter

2025 LAR and MLS Dues

Leigh Anne Brozo

Congratulations



We are excited to share that as of February 3, 2025, the Lubbock Association of REALTORS® MLS will be transitioning to the Flexmls Platform for our MLS system.

In Flexmls, you will have access to powerful searching, a seamless experience between desktop and mobile, lots of opportunities for client-agent engagement, detailed insights into client activity, and multiple ways to learn the system—so you can learn your way. As a real estate professional, your MLS system is critical to your success. With Flexmls, you will have the benefit of thoughtful technology and the resources to support you along the way.

Important Dates

- January 20 | System Parallel Begins (During Parallel, FBS will update listings within an hour of that listing being edited in previous MLS vendor. Listing maintenance will not be accessible in Flexmls during this time.)
- January 21 | Webinar - Getting Started with Flexmls for General Agents at 10 a.m.
- January 21 | Webinar - Getting started with Flexmls for Office Admins and Brokers at 2 p.m.
- January 22 | Webinar - Getting started with Flexmls for Appraisers at 11 a.m.
- January 28-30 | In-person Training at the LAR Event Center. Register for one of the 90-minute sessions through LubbockRealtors.com on the Classes and Events page.
- January 31-February 2 | Both Rapattoni and Flexmls will be in read-only mode - no listing maintenance accessible in either system
- February 3 | Working exclusively in Flexmls
- February 5 | Webinar - Working with Prospects: Subscriptions, Portals and Contact Activity at 9 a.m.
- February 6 | Webinar - FlexMLS Pro (Mobile) for iOS at Noon and for Android at 1 p.m.
- February 7 | Webinar - Quick Statistics and CMAs at 11 a.m.

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" January 31 to February 2, 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**

In Person Training

Flexmls TRAINING

Getting Started with FlexMLS In Person at LAR

January 28 | 9:30 a.m. | 11:30 a.m. | 1:30 p.m.

Join Flexmls at the LAR Event Center for an overview of the new MLS system. In this 90-minute class, you will learn more about how to login to Flexmls, general system navigation, searching, emailing listings, automatic listing updates (subscriptions), working with your contacts, adding/changing listings, and more!

[REGISTER HERE](#)

Flexmls TRAINING

Getting Started for Office Admins/Brokerages In Person at LAR

January 29 | 9:30 a.m.

Join Flexmls at the LAR Event Center for a 90 minute overview of using the Flexmls for office admins. In this class, you'll learn how to login to Flexmls, general system navigation, customizations for admins, searching, adding/editing listings, superusing, and more!

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Online Training

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[REGISTER HERE](#)

Flexmls TRAINING

Getting Started for Office Admins/Brokerages

January 21 | 2 p.m.

Join Flexmls for an overview of using the Flexmls for office admins. In this class, you'll learn how to login to Flexmls, general system navigation, customizations for admins, searching, adding/editing listings, superusing, and more!

[REGISTER HERE](#)

Flexmls TRAINING

Getting Started in Flexmls for Appraisers

January 22 | 11 a.m.

Join Flexmls for a class that will focus on the tools Appraisers need most - general navigation of Flexmls, the 1004 MC report, customizing search templates, one-line displays, radius searching, custom exports, and more!

[REGISTER HERE](#)

Flexmls TRAINING

Working with Prospects: Subscriptions, Portals and Contact Activity

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[REGISTER HERE](#)

Flexmls TRAINING

Flexmls Pro (Mobile) for iOS

February 6 | Noon

Join Flexmls for an overview of using the Flexmls Pro (mobile) app on your iPhone. In this class, you'll learn how to search for listings, share listings, create searches and subscriptions for prospects, view hot sheet activity, and more, all from your iOS device!

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Quick Statistics and CMAs

February 7 | 11 a.m.

Join Flexmls for a detailed look at the features you can use when working with sellers. We'll cover the One-Line CMA, Full CMA, Listing Activity Reports and more!

[REGISTER HERE](#)

November Membership Stats



LAR Membership Counts as of November 30, 2024.
 There was a 0.2% percent increase from November 2023.

1,733	Total members
203	Designated REALTORS
1,464	REALTORS
25	REALTORS Emeritus
41	Appraisers
MLS only participants/subscribers	
101	MLS only Designated REALTORS
100	MLS only REALTORS
31	MLS only Appraisers

REALTOR® MEMBERSHIP APPLICATIONS

Hayley Wheeler, Keller Williams Realty
 Nathan Peters, NextHome CORE Realty
 Monica Martinez, Keller Williams Realty
 Hulin "H.P." Cargile, Aycock Realty Group, LLC
 Devy Dominguez, United Realty, LLC
 Michelle Nolte, Sutherland, REALTORS
 Callum Parnell, RE/MAX Lubbock
 Justin King, WTX Realty, LLC
 Saida Rivera, Progressive Properties
 Jimena Gonzales, Reside Real Estate Co.
 Maelyn McDaniel, Brick & Loft Realty
 Jay Hurst, Nathan Jordan Real Estate
 Emily Jungman, Aycock Realty Group, LLC

TRANSFERS

Dawn Mitchell, Reside Real Estate Co., to Keller Williams Realty
 Lisa Sellers, The Sellers Realty, to Call It Closed International Realty
 Brooke Newsom, The Sellers Realty, to Call It Closed International Realty
 Jonathan Aguayo, Brick & Loft Realty, to WTX Realty, LLC
 Madison Teague, Reside Real Estate Co., to Modern Day Living RE LLC
 Michelle Duran, Platinum West Realty, to Aycock Realty Group, LLC
 Denisa Zaji, Expand Realty, to Aycock Realty Group, LLC
 Trajen Johnson, Expand Realty, to Texas Standard Realty, LLC

DESIGNATED REALTORS®

John Leonard, III, Principal Appraiser
 John Leonard Appraisal

CANCELLATIONS

Autumn Crawford-Selph, Bray Real Estate Group
 Rachel Carrasco, Berkshire Hathaway

HomeServices Premier Properties
 Sara Garcia, Wise Cardinal Realty
 Kinsey Bailey, Reside Real Estate Co.
 Scott Hodges, Keller Williams Realty
 Susan Luna, Paxton Real Estate
 Jane Johnson, The Sellers Realty
 Courtney P. Jordan, Southern Magnolia Real Estate
 Michael Clayton, Clear Rock Realty
 Paula Thompson, Keller Williams Realty
 Cody Thurman, Veritas Real Estate Company
 Ashley Keegan, The WestMark Companies
 Jonna Cook, Nathan Jordan Real Estate
 Amy Bullock, Exit Realty of Lubbock
 Leslie Quintanilla, eXp Realty LLC
 Kevin Foley, Exit Realty of Lubbock
 Mandy Foley, Exit Realty of Lubbock
 Bryan Rose, Bray Real Estate Group
 Carroll Lockett, Coldwell Banker Trusted Advisors
 Paul Hebison, Exit Realty of Lubbock

MISCELLANEOUS CHANGES

Amanda Sparks reinstated with eXp Realty LLC
 Natalea Sharp reinstated with Brick & Loft Realty
 Kendra Sutherland, REALTORS change to Sutherland, REALTORS
 Elizabeth Welch reinstated with Keller Williams Realty (non-MLS)
 Richelle Corcorran reinstated with Michelle Kauffman Real Estate
 Rachel Carrasco reinstated with Amy Tapp Realty
 Edward De La Cerda, Novus Real Estate, change to non-MLS member

MLS ONLY

Elisia Flatt, Kindred Group, REALTORS, cancelled
 Sharla Edwards, Sharon Youngblood Realty, LLC
 Shane Womack, Fathom Realty, cancelled
 Katelyn Lara, Monument Realty, cancelled
 Lori Anne McElyea, JPAR Lubbock, cancelled

Thank you to our 2024
PRIME BUSINESS PARTNERS

Classes and Events

2025 Installation and Awards Banquet

Friday, January 17
6:30 p.m.

Click [HERE](#) to register

Contracts Class

Wednesday, February 5
1 p.m. to 4 p.m.

Click [HERE](#) to register

TREC Legal Update 1

Thursday, February 6
8:30 a.m. to 12:30 p.m.

Click [HERE](#) to register

TREC Legal Update 2

Thursday, February 6
1 p.m. to 5 p.m.

Click [HERE](#) to register

New Member Orientation

Tuesday, February 18
8:30 a.m. to 1 p.m.

GRI: Brokerage

March 3 thru March 6
8:30 a.m. to 5 p.m.

Click [HERE](#) to register

In Person Training

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Getting Started with FlexMLS
In Person at LAR
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[REGISTER HERE](#)

Join us for a
A NIGHT AT THE SPEAKEASY
2025
INSTALLATION AND AWARDS BANQUET

Friday
January 17

Watson Building
1109 13th St.

COCKTAILS & DANCING
6:30 in the evening
Tickets \$50

RSVP BY JANUARY 10
RSVP at lubbockrealtors.com to receive the password and further details

DRESS TO IMPRESS
AFTER 5 / 1920S SPEAKEASY ATTIRE
PASSWORD REQUIRED AT THE DOOR

CLICK HERE TO RSVP BY JANUARY 10 TO RECEIVE THE PASSWORD OR VISIT BIT.LY/2501BANQ

LAR LUBBOCK
Association of REALTORS®

HOLIDAY

DECEMBER 24 - 25
Closed for Christmas

DECEMBER 31
Closed at Noon

JANUARY 1
Closed for New Year's Day

Need CE credits?

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The CE Shop
INNOVATING CAREER EDUCATION

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

PROMO CODE **DEC30**

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Cross ethics off your to-do list.

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.

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

Lubbock Association of REALTORS®
2025 Committee Applications

LAR LUBBOCK Association of REALTORS®

Learn more and sign up at:
lubbockrealtors.com/2025committees/

CODE OF ETHICS CYCLE 7

- Code of Ethics training Cycle 7 **MUST** be completed by **December 31, 2024**
- To check your status [CLICK HERE](#)
- Take a class:
 - Lubbock CE Shop
 - NAR
- 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 Housing Stats

Market Selector

Local Association
Lubbock Association of REALTORS®

Market Type
Metropolitan Statistical Area

Market Name
Lubbock

Frequency
Monthly

Date
November 2024

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

Construction Type
All (Existing & New)

[Click to View Infographic](#)



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 Real Estate Center at Texas A&M University.

November 2024 Market Statistics - Lubbock MSA

Median Price
\$225,000
▼ -3.2% YoY

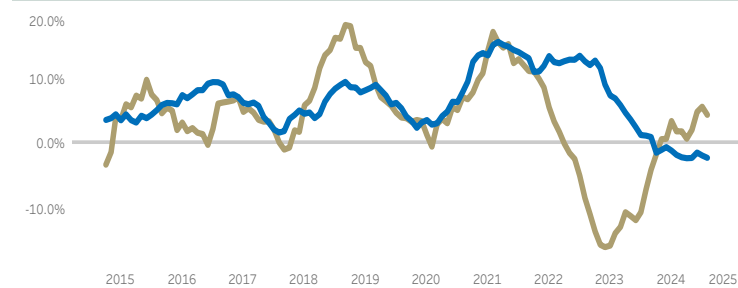
Closed Sales
332
▼ -2.9% YoY

Active Listings
1,552
▲ 5.1% YoY

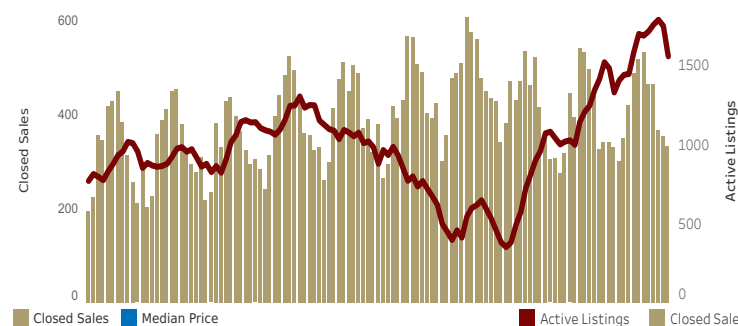
Months Inventory
3.8
▲ 1.8% YoY



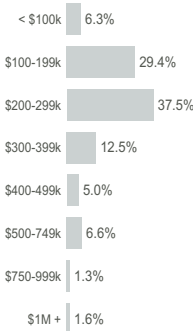
GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



CLOSED SALES AND ACTIVE LISTINGS



PRICE DISTRIBUTION



VALUATION STATS

Median Price/Sq Ft
\$131.95
▼ -2.8% YoY

Median Home Size
1,766 sq ft

Median Year Built
2003

Close/Original List
90.0%

TRANSACTION TIME STATS

Days on Market
51
4 days more than November 2023

Days to Close
31
3 days more than November 2023

Total Days
82
7 days more than November 2023



[@lubbockrealtors](#)

[@lubbockrealtorsmembers](#)

[@lubbockrealtors](#)

[@RealtorsLubbock](#)

Lubbock Association of REALTORS®

Lubbock Association of REALTORS®



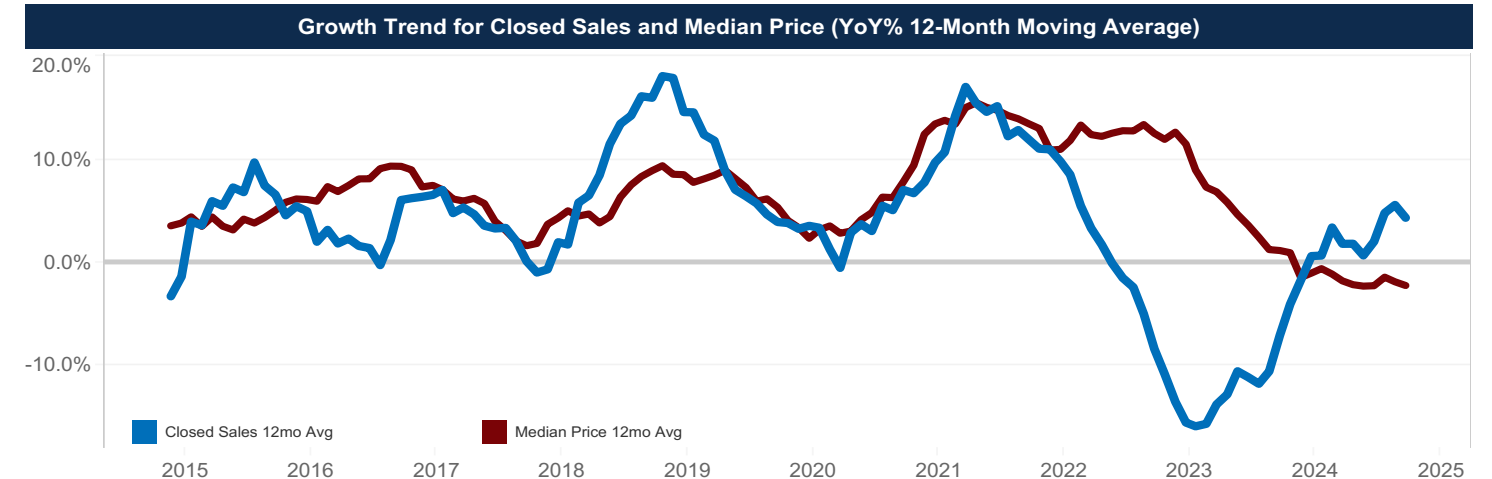
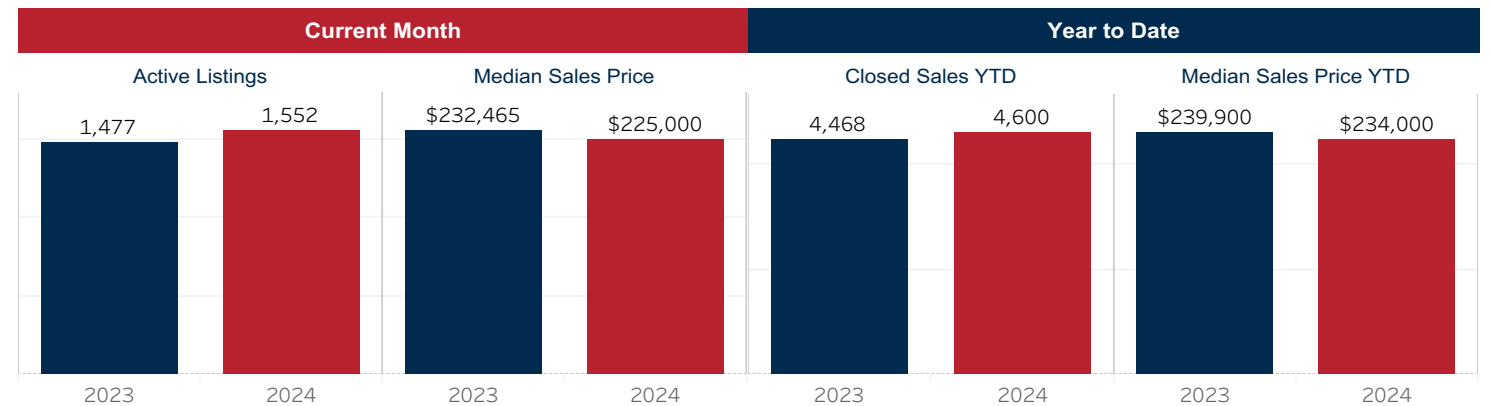
Association Name: Lubbock Association of RE...
Market Type: Metropolitan Statistical Area
Market Name: Lubbock
Property Type: Residential (SF/COND/TH)
Month (Current Report Year): November

November 2024 Market Snapshot

Lubbock MSA



	Year to Date			Year to Date		
	2023	2024	% Change	2023	2024	% Change
Closed Sales	342	332	▼ -2.9%	4,468	4,600	▲ 3.0%
Median Sales Price	\$232,465	\$225,000	▼ -3.2%	\$239,900	\$234,000	▼ -2.5%
Average Sales Price	\$282,056	\$277,921	▼ -1.5%	\$281,360	\$281,481	▲ 0.0%
Ratio to Original List Price	94.4%	90.0%	▼ -4.7%	96.4%	95.1%	▼ -1.3%
Days On Market	47	51	▲ 8.5%	39	46	▲ 18.0%
New Listings	549	536	▼ -2.4%	7,966	9,114	▲ 14.4%
Under Contract	411	497	▲ 20.9%	493	537	▲ 8.9%
Active Listings	1,477	1,552	▲ 5.1%	1,219	1,615	▲ 32.5%
Months Inventory	3.7	3.8	▲ 1.8%	3.7	3.8	▲ 1.8%



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TEXAS A&M UNIVERSITY
Texas Real Estate Research Center





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

John Walton Education Foundation

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

Help us tell your Lubbock REALTOR® Stories

#Ibkrealtorstories

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!



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 #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



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

LAR LUBBOCK #LBKREALTORSTORIES

Lubbock Association of REALTORS® Staff

Cade Fowler
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