

# NEWSLETTER



ANDREA  
*Sturdivant*

2025 LUBBOCK ASSOCIATION OF REALTORS® PRESIDENT

As we stand on the threshold of an ever-evolving real estate landscape in 2025, it's clear that change has been the theme in recent months.

From shifts in fundamental business practices that took effect in August of 2024, to the implementation of a long-awaited MLS conversion process coming up in a few weeks, we as professionals in our Association are navigating a season of growth and reinvention. In the words of Greek philosopher Heraclitus, "The only constant in life is change." Embracing this truth allows us to move forward boldly and find opportunities to thrive.

Over the past year, our industry has faced seismic shifts. These changes present new business models, and evolving buyer and seller experiences. However, the core values of our professional lives as REALTORS® remain the same - Real estate is more than transactions; it's about being involved in our communities, fostering connections, and helping the American dream take shape for our clients.

The tools of our trade are also transforming rapidly. Artificial intelligence is now analyzing market trends with astonishing precision, virtual reality tours are redefining how clients experience properties, and our new MLS platform will be integrated with statewide tax data and a more robust app with client connection. While adopting new systems may feel daunting, they empower us to deliver new and unique value to our clients in a variety of ways. Technology is a tool, and will never replace the care, dedication, and transactional experience of YOU, the REALTOR®, the professional.

Change can feel isolating, but it also brings people together. As a member of LAR, you are part of a vibrant, resilient community that shares knowledge, supports growth, and uplifts one another. Together, we can rise to meet the current challenges of our industry and turn them into stepping stones. Lean into your network, attend training and educational events, and engage with your LAR peers. Remember, as Helen Keller said, "Alone we can do so little; together we can do so much."

As we move forward, let's view change as an opportunity rather than a threat. By staying agile, embracing innovation, and leaning into our shared values, we can shape a future where REALTORS® continue to thrive and make a profound impact on the lives of others. This is our moment. Together, we will navigate the winds of change and strengthen our commitment to professionalism and community.

Here's to seizing EVERY opportunity in 2025!

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Membership Stats



#PURPLESOLUTION

# 2025 TREPAC Major Investors

## PLATINUM R

Jef Conn\*\*\*P

## GOLDEN R

Donna Sue Clements\*\*\*P  
Rich Eberhardt\*\*\*P  
Michael HuttonP  
Cade Fowler\*\*\*P  
Tony Lloyd\*\*\*P  
Lisa Pearce\*\*\*P  
Andrea SturdivantP  
Tracy ThomasonP

## CRYSTAL R

Coby Crump  
Vanessa Dirks\*\*\*P  
Tim Garrett  
Amie Henry  
Vanessa HydeP  
Lia IrvinP  
Kirk Schneider  
Teresa Smith

## STERLING R

Chris BrooksP  
Rusty DeLoach  
Lauren EgertP  
Linda Ferguson  
Brenda Fisher  
Jay GaleaP  
Tim Grissom

Jacky Howard  
Cheryl Isaacs  
Nathan Jordan  
Joe L. Murfee, III  
Colby NorrisP  
Kyle RogersP  
Crystal SanchezP

Winn Sikes\*\*\*  
Lesli Spears  
Jeremy Steen  
Bambi Temple  
Pam Titzell  
Dan Williams\*\*\*

## CORPORATE MAJOR INVESTORS

Alliance Credit Union  
Benchmark Mortgage  
City Bank Mortgage

Lubbock National Bank  
Peoples Bank  
Spirit Mortgage

Texas Tech Credit Union  
Western Bank

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  
Teresa Smith  
Dan Williams



# MAJOR INVESTOR

*Spotlight*



**VANESSA DIRKS**  
RPAC HALL OF FAME AND  
PRESIDENT'S CLUB



Invest  
in  
TREPAC

[CLICK HERE](#)

THE TREPAC INVESTMENT YEAR  
IS OCTOBER 1 - SEPTEMBER 30

#trepacpuresolution

For me, investing in TREPAC, is like paying for insurance. The only difference is, TREPAC doesn't wait for there to be an issue. It sees the potential threats to me and my business and works to fight them in advance. I'd have to say, investing in TREPAC has had one of the biggest returns on my investments. I can't afford not to invest in TREPAC.



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®, 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.




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.



Due to the change to Flexmls usernames, ShowingTime will be unavailable from January 20 until the evening of January 22. Showings can still be schedule using the App but the ShowingTime link in Rapattoni will not work and listing updates will not happen in ShowingTime.



## USERNAME CHANGE

Takes effect Tuesday, January 21 at 8 a.m.


Username must be formatted in one of the following ways:

**FOR LICENSED MEMBERS**

lbk.(Your NRDS #)  
example: lbk.812035629


**FOR UNLICENSED MEMBERS**

lbk.(first initial, last name)  
example: lbk.bjones



Usernames **ARE** case sensitive and "lbk" must be lowercase

### IN PERSON 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




**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!

REGISTER HERE




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**Getting Started with FlexMLS In Person at LAR**

January 30 | 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

### ONLINE TRAINING



**Getting Started with FlexMLS**

January 21 | 10 a.m.

Join Flexmls 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



**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



**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



**Working with Prospects: Subscriptions, Portals and Contact Activity**

January 23 | 11 a.m.

Join Flexmls for an in-depth review of working with prospects in Flexmls. You'll learn about Searches, Subscriptions (auto emails), Portals, and tracking Contact Activity. How do you set up subscriptions (automatic listing updates) for your contacts? How long does a subscription last? What is the portal and how is it different from a subscription? How do you know if your client has logged in to the portal after you've sent them an invitation? We will answer all of these questions, plus many more!

REGISTER HERE



**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!

REGISTER HERE



**Flexmls Pro (Mobile) for Android**

February 6 | 1 p.m.

Join Flexmls for an overview of using the Flexmls Pro (mobile) app on your Android device. 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 Android device!

REGISTER HERE



**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

# MEMBERSHIP STATS

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

There was a 0.5% percent increase from December 2023.

1,698	<b>Total members</b>	98	<b>MLS only Designated REALTORS®</b>
202	<b>Designated REALTORS®</b>	97	<b>MLS only REALTORS</b>
1,431	<b>REALTORS®</b>	31	<b>MLS only Appraisers</b>
23	<b>REALTORS® Emeritus</b>		
42	<b>Appraisers</b>		

## REALTOR® MEMBER APPLICATIONS

Derrick Haterius, Coldwell Banker Trusted Advisors  
 Cristina Castillo, Coldwell Banker Trusted Advisors  
 Michael Gonzales, Clear Rock Realty  
 Amy Fitzhugh, Keller Williams Realty  
 Abby Perez, Exit Realty of Lubbock  
 Cody Thomas, Panhandle Realty Group  
 Dr. Robert Bayard, Amy Tapp Realty  
 Daniel Marin, Coldwell Banker Trusted Advisors  
 Hunter Weishuhn, Our Texas Real Estate Group  
 Kylie Vandygriff, Keller Williams Realty

## DESIGNATED REALTORS®

James Bigley, simpliHOM

## TRANSFERS

Casie Cearley, RE/MAX Lubbock, to Keller Williams Realty  
 Lisa Sellers, Call It Closed International Realty, to The Sellers Realty  
 Brooke Newsom, Call It Closed International Realty, to The Sellers Realty  
 Chris Adams, eXp Realty LLC, to Epique Realty LLC  
 Ben Delay, Expand Realty, to Providence Realty  
 Daniel Ewing, Amy Tapp Realty, to Western Heritage Realty & Investments  
 Victoria Braun, eXp Realty LLC, to Epique Realty LLC  
 Alyssa Bruce, Expand Realty, to Bray Real Estate Group  
 Hillary Martin, Southern Magnolia Real Estate, to Platinum West Realty

Lindsay Thompson, Southern Magnolia Real Estate, to Platinum West Realty  
 Luke Bradshaw, Southern Magnolia Real Estate, to Platinum West Realty  
 Jimmy Temple, eXp Realty LLC, to simpliHOM

## CANCELLATIONS

Paul Radford, Exit Realty of Lubbock  
 Matt Jerome, Aycok Realty Group, LLC  
 Renee Brown, Linker, REALTORS  
 Ross Winker, Tech Terrace Real Estate  
 Chris Muzny, South Plains Homes  
 Mary Benton, Mary Benton, REALTOR  
 Travis Hanson, Brick & Loft Realty  
 Marcus Cruz, Brick & Loft Realty  
 Kelly Carlisle, Better Homes and Gardens Blu Realty  
 Bill McCay, Century 21 Kearney & Associates  
 Codi Armstrong, The WestMark Companies  
 Matt Turner, Keller Williams Realty  
 Mark LaPenotiere, Keller Williams Realty  
 Blaire Van Riper, Tracy Farrow Realty  
 David White, eXp Realty LLC  
 Jordan Matthews, Exit Realty of Lubbock  
 Lowel Caddel, West Sage, REALTORS  
 Jaidyn Stagner, Progressive Properties  
 Adam Fiscal, Resolute Realty Company  
 Aaron Yates, Keller Williams Realty  
 Alicia Terry, Texas Ally Real Estate Group  
 J'Rae Pineda, Aycok Realty Group, LLC  
 Barrett Bergez, Bray Real Estate Group  
 Harold Wellborn, Harold Wellborn Real Estate  
 Ali Gillispie, Keller Williams Realty  
 Ezra Trujillo, San Antonio's Finest Realty  
 Gasper Sifuentes, San Antonio's Finest Realty  
 Justin Charles, Exit Realty of Lubbock  
 Tom Stone, Thomas Stone Associates  
 Don Beard, Aycok Realty Group, LLC  
 Jordan Headley, Keller Williams Realty

Debbie Powell, Keller Williams Realty  
 Maureen Gass, Location Rentals  
 Randy Mulsow, RE/MAX Lubbock  
 Candace Couture, Reside Real Estate Co.  
 Jade Ellis, Fathom Realty

## MISCELLANEOUS CHANGES

AJ Johnson open new LAR/MLS office, Providence Realty  
 Shelli Echevarria, The WestMark Companies, change to non-MLS member  
 Kinsley Scott reinstated with The WestMark Companies  
 Jonna Cook reinstated with Nathan Jordan Real Estate  
 Davie Crockett, Homes by Linda, LLC, name change to Linda Lee Lane  
 Matt Valle reinstated with Michelle Kauffman Real Estate  
 Adrian Nunez reinstated with simpliHOM

## MLS ONLY

Danny Evatt, The RealFX Group, cancelled  
 Eric Wargo, Lion Drive Realty, cancelled  
 Jake McKinney, Lion Drive Realty, cancelled  
 Nicole Espinosa, Real Broker, LLC, cancelled  
 John Farris, Sharon Youngblood Realty, LLC  
 Kathy Spillyards, Integrity Plus Realty LLC  
 Kyley Wuensche, Rogers Healy and Associates  
 Ben Williams, simpliHOM, cancelled  
 Julia Price, Integrity Plus Realty LLC  
 Elisia Flatt, Kindred Group, REALTORS  
 Tiffani Mason, Street Real Estate, cancelled  
 Patrick Lee, eXp Realty LLC, cancelled

**LAR LUBBOCK**  
Association of REALTORS®

# PRIME BUSINESS PARTNERS

## 2025



**Spirit**  
MORTGAGE



**City Bank**  
MORTGAGE



**Lubbock National Bank**  
Branch of Amarillo National Bank



**Western Bank**  
Mortgage



**CREDIT UNION**



**PEOPLES BANK**  
PEOPLE THAT YOU KNOW



**BENCHMARK MORTGAGE**  
YOUR LOCAL LUBBOCK MORTGAGE LENDERS



**ALLIANCE CREDIT UNION**

## PLATINUM BUSINESS PARTNERS



**LUBBOCK**  
THRIVE MORTGAGE TEXAS



**WESTERN TITLE**  
C.O.M.P.A.N.Y. Since 1963

**Market Selector**

Local Association  
Lubbock Association of REALTORS®

Market Type  
Metropolitan Statistical Area

Market Name  
Lubbock

Frequency  
Monthly

Date  
December 31, 2024

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

Construction Type  
All (Existing & New)

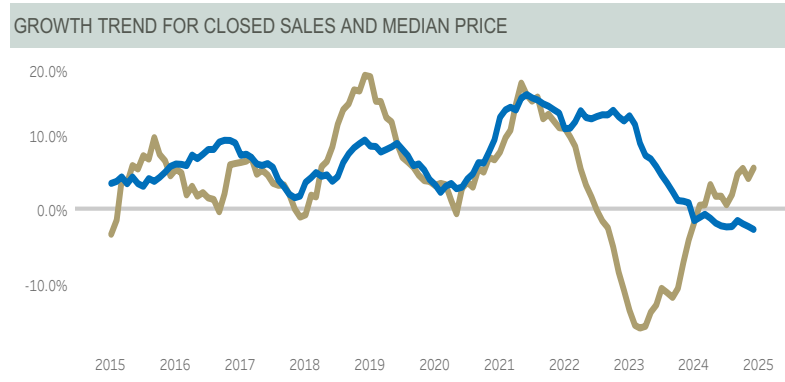
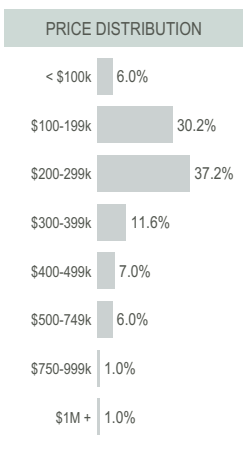
December 2024 Market Statistics - Lubbock MSA

**Median Price**  
**\$225,000**  
▼ -3.2% YoY

**Closed Sales**  
**413**  
▲ 24.8% YoY

**Active Listings**  
**1,402**  
▲ 5.7% YoY

**Months Inventory**  
**3.4**  
▲ 1.3%YoY

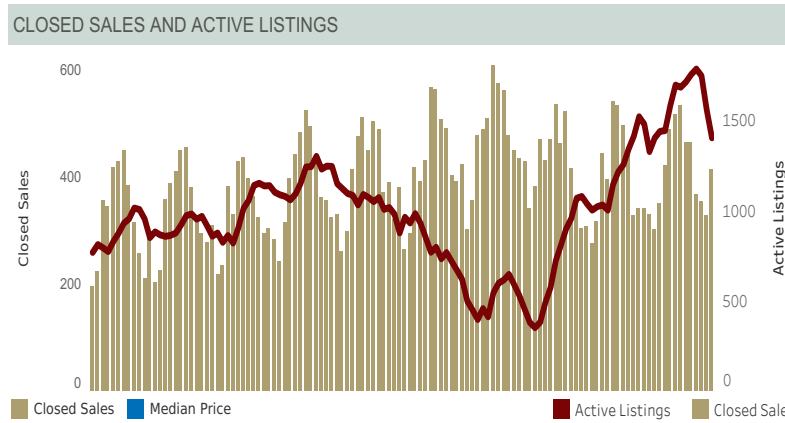


**TRANSACTION TIME STATS**

**Days on Market**  
**54**  
11 days more than December 2023

**Days to Close**  
**32**  
Unchanged from December 2023

**Total Days**  
**86**  
11 days more than December 2023



**VALUATION STATS**

**Median Price/Sq Ft**  
**\$134.68**  
▲ 0.3% YoY

**Median Home Size**  
**1,756 sq ft**

**Median Year Built**  
**2004**

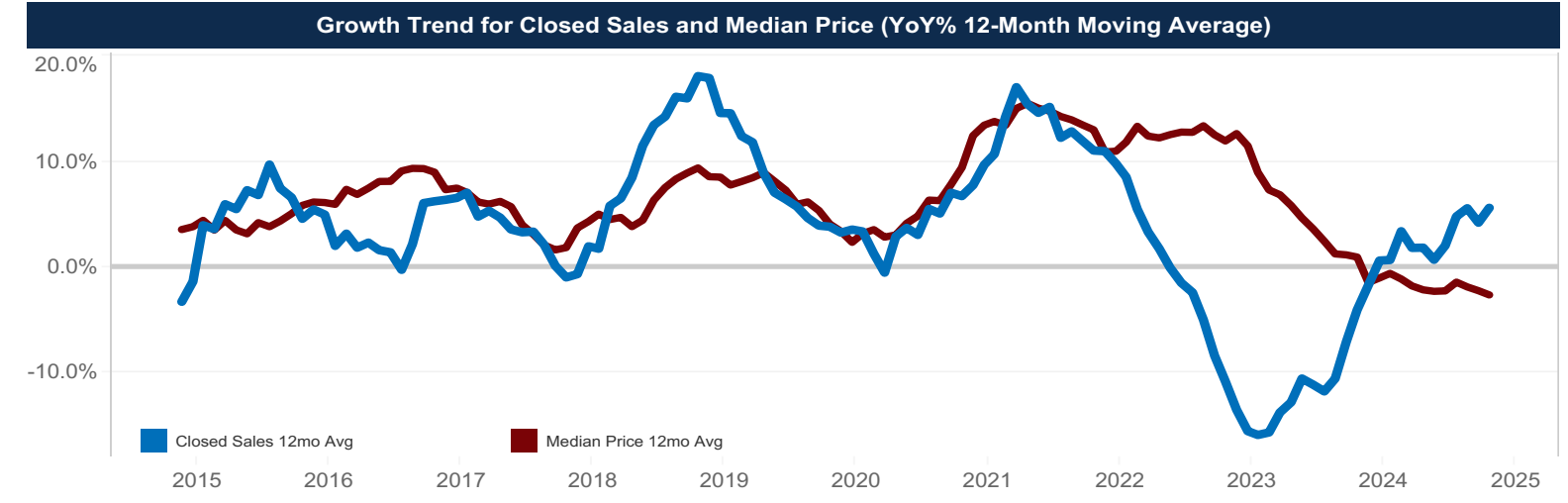
**Close/Original List**  
**82.8%**

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

December 2024 Market Snapshot  
**Lubbock MSA**



	Year to Date			Year to Date		
	2023	2024	% Change	2023	2024	% Change
Closed Sales	331	413	▲ 24.8%	4,799	5,008	▲ 4.4%
Median Sales Price	\$232,500	\$225,000	▼ -3.2%	\$239,000	\$232,500	▼ -2.7%
Average Sales Price	\$273,502	\$266,231	▼ -2.7%	\$280,818	\$280,376	▼ -0.2%
Ratio to Original List Price	94.6%	82.8%	▼ -12.5%	96.2%	95.1%	▼ -1.2%
Days On Market	43	54	▲ 25.6%	39	47	▲ 20.5%
New Listings	440	519	▲ 18.0%	8,406	9,634	▲ 14.6%
Under Contract	366	392	▲ 7.1%	483	525	▲ 8.7%
Active Listings	1,326	1,402	▲ 5.7%	1,228	1,598	▲ 30.1%
Months Inventory	3.3	3.4	▲ 1.3%	3.3	3.4	▲ 1.3%



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**DOWNLOAD MARKET STATISTICS PDF**

**HERE**

**DOWNLOAD MARKET SNAPSHOT PDF**

**HERE**

# CLASSES & EVENTS

## January Luncheon

Thursday, January 16  
11:30 a.m. to 1 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 2

Thursday, February 6  
1 p.m. to 5 p.m.  
Click [HERE](#) to register

## 2025 Installation and Awards Banquet

Friday, January 17  
6:30 p.m.  
Click [HERE](#) to purchase tickets

## TREC Legal Update 1

Thursday, February 6  
8:30 a.m. to 12:30 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 FLEX MLS 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!

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# LAR LUNCHEON PASS

DON'T MISS OUT ON A LAR MONTHLY MEMBERSHIP LUNCHEON IN 2025! THIS PASS MAKES ATTENDING MONTHLY LUNCHEONS EASY! NO REGISTRATION DEADLINES TO REMEMBER! CAN'T ATTEND A MONTH? YOUR TICKET IS TRANSFERABLE WITH ADVANCED NOTICE.

10 LUNCHEONS FOR ONLY **\$120\***

\*AMOUNT BASED ON THE NUMBER OF LUNCHEONS LEFT IN THE YEAR WHEN PURCHASED.

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](http://lubbockrealtors.com) to receive the password and further details

DRESS TO IMPRESS



## AFTER 5 / 1920S SPEAKEASY ATTIRE

PASSWORD REQUIRED AT THE DOOR

There are only a few spots left for the 2025 Installation and Awards Banquet. Get your tickets [HERE](#)

# Connect WITH US

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 @lubbockrealtorsmembers

 Lubbock Association of REALTORS®

 @lubbockrealtors

 Lubbock Association of REALTORS®



## LAR LUBBOCK Association of REALTORS®

### STAFF



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