

# NEWSLETTER



ANDREA  
*Sturdivant*  
2025 LUBBOCK ASSOCIATION OF REALTORS® PRESIDENT

From St. Patrick's Day on March 17th to the official first day of spring on March 20th, many people associate this month with the color green.

However, in Lubbock, we know March brings windy days and hazy brown skies...

It's easy to dismiss March in West Texas as the season of blowing dust. While our predictable brown skies might seem like a detractor to some, they serve to remind me of Lubbock's deep agricultural roots. The plains that make this area a powerhouse for cotton farming are the same lands that attract homebuyers seeking affordability and a connection to the region's heritage. Ranch-style homes, properties with sprawling acreage, and developments designed with West Texas charm are uniquely appealing to Texans and other buyers drawn to our area. Besides, it's those fine particles of sandy soil that make our sunsets so beautiful. Sometimes you have to look at the big picture.

We do have *some* green emerging, subtle signs of Spring renewal. If you take a close look, hardy plants native to this area like the yuccas and sagebrush, begin to reveal new growth. The resilient wildflowers that thrive in our arid climate prepare to bloom, offering bursts of color soon to be seen for miles along our highways, popping up often in the most unexpected places.

For those in real estate, March holds a similar kind of renewal. The market begins to thaw from the slower winter months, and with spring on the horizon, buyers and sellers start planning for new beginnings. Just like nature, REALTORS in Lubbock thrive on adaptability. Tools like FlexMLS are modernizing the way Lubbock agents connect buyers with homes. By embracing the new technology and combining it with the timeless value of personalized service, our members will be equipped to serve clients as the professionals we are. LAR offers so many events, tools, and educational opportunities to network and sharpen your skills - log into the calendar on the website dashboard and find something to attend, and connect with your peers.

In closing, this March, I encourage you to pause and take in our colors of spring as they emerge in their own time. In Lubbock, spring may not always begin with bright green leaves and showy tropical colors, but it offers something just as meaningful—a reminder that even on the dustiest days, there's prosperity and beauty to be found if you choose to seek it.

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Regulations

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#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  
 Vanesa HydeP  
 Lia IrvinP  
 Kirk Schneider  
 Teresa Smith

### STERLING R

Brian Aycoc  
 Chris BrooksP  
 Tom Couture  
 Rusty DeLoach  
 Lauren EgertP  
 Linda Ferguson  
 Brenda Fisher  
 Jay GaleaP

Tim Grissom  
 Jacky Howard  
 Cheryl Isaacs  
 Nathan Jordan  
 Hillary Martin  
 Joe L. Murfee, III  
 Colby NorrisP  
 Kyle RogersP

Crystal SanchezP  
 Winn Sikes\*\*\*  
 Lesli Spears  
 Jeremy Steen  
 Bambi Temple  
 Pam Titzell  
 Ruben Trujillo  
 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

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.

# 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



**CHRIS BROOKS**  
 MAJOR INVESTOR AND  
 PRESIDENT'S CLUB

I joined because when I got in the industry in 2020, our industry was under attack. Our government was trying to decide if we were essential or not. So I knew TREPAC was something bigger than myself and something I wanted to be apart of and support.

If your not at the table, then you're on the menu.



## Invest in TREPAC

[CLICK HERE](#)

THE TREPAC INVESTMENT YEAR IS OCTOBER 1 - SEPTEMBER 30

#trepacpuresolution



## 2025 TREPAC REALTOR® Olympics

**APRIL 17, 2025**

DOORS OPEN AT 5:30 P.M. | THE RANCH AT REESE  
OPENING CEREMONIES 6 P.M. | 1910 RESEARCH BLVD.  
LUBBOCK, TX 79407

*Register Now*



[LUBBOCKREALTORS.COM/REALTOROLYMPICS/](http://LUBBOCKREALTORS.COM/REALTOROLYMPICS/)



### Sponsorship Opportunities

The REALTOR® Olympics is an event like no other. With the support of our affiliated business partners, we will all benefit and strengthen our partnerships. We are excited for your participation in this fun opportunity. Here are a few benefits and ways you can maximize your sponsorship investment:

- Your business name/logo will be included in all event advertising (newsletter, social media, website, and at the event)
- This is an opportunity to directly interact with roughly 150 REALTOR® Members in a fun, relaxed environment.
- Many sponsorship levels allow businesses of any size to get their name and business out to more REALTORS®
- Take pictures with REALTOR® Athletes to share on social media. Don't forget to tag them and invite them to like/follow your business page.
- Mingle and network with REALTOR® Members and get to know them. REALTORS® are more likely to work with an affiliate partner they know and who support TREPAC and the REALTOR® profession

#### Individual Event Sponsors

- \$500 EACH STATION**  
STATION SPONSORSHIP INCLUDES:
- Two-page spread in the scorebook including your business name/logo
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
  - Business name/logo at the event station
- AVAILABLE STATIONS:**
- REALTOR® Relay
  - Mid-Range
  - Apparel Trivia
  - Leaders Game
  - Time Game
  - Electric Challenge
  - Equine Quiz
  - Plus Trivia Challenge
  - Flooring Challenge
  - Inspector Boom

#### Olympic Sponsors

- \$1,500 FOOD SPONSOR**
- Business name/logo near food station
  - Business name/logo on the tables
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- \$650 DRINK SPONSOR**
- Business name/logo near non-alcoholic drink station
  - Business name/logo on the tables
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- \$1,000 BAR SPONSOR**
- Business name/logo on the bar
  - Business name/logo on the tables
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)



### Olympic Event Sponsor

- \$1,500 TRIVIA SPONSOR**
- Act as Trivia game host and be onstage to run the game (if desired)
  - Business name/logo on the trivia board
  - Business name/logo on the winning team to be shared in the newsletter, social media and the website
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)

#### Podium Sponsors

- \$1,500 GOLD MEDAL TEAM**
- Business name/logo on the back of four (4) gold medals
  - Business name/logo on the podium
  - Business name/logo on picture of winning team that will be featured in the newsletter and on social media
- \$750 SILVER MEDAL TEAM**
- Business name/logo on the back of four (4) silver medals
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
  - Business name/logo on picture of winning team that will be featured in the newsletter and on social media
- \$400 BRONZE MEDAL TEAM**
- Business name/logo on the back of four (4) bronze medals
  - Business name/logo on the podium
  - Business name/logo on picture of winning team that will be featured in the newsletter and on social media

#### Olympic Sponsors

- \$1,000 SHOW ME THE MONEY SPONSOR**
- Business name/logo outside of the wind tunnel
  - Business name/logo on fake bills in the tunnel
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- \$1,000 DUNK TANK SPONSOR**
- Table near the dunk tank
  - Business name/logo on the side of the dunk tank
  - Business name/logo on the celebration sign
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- \$750 SCOREBOOK SPONSOR**
- Personalized ad for your business on the inside front cover and the back cover
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)
- \$750 PHOTOGRAPHY SPONSOR**
- Business name/logo at photo booth
  - Branded business prop opportunity
  - Business name/logo on all event advertising (newsletter, social media, website, and at the event)

#### Scorecard Advertising

- \$150 FULL PAGE AD**
- \$75 HALF PAGE AD**
- \$25 FAN PAGE (NAME ONLY)**



**LAR LUBBOCK**  
Association of REALTORS®

# MADNESS

**THURSDAY, MARCH 20 | 11 A.M. TO 2 P.M.**

AT **DAVE & BUSTER'S**

This event is for the whole family! Bring the kids!

**\$35 TREPAC Investment\***  
\*INVESTMENT INCLUDES FINGER FOODS, SODA AND A \$15 GAMING CARD!



Or at [bit.ly/2503MM](http://bit.ly/2503MM)

**REGISTER NOW**



# TREPAC Investing made easy...

TREPAC year is from October 1 to September 30

TREPAC Event	Investment	
Quarterly Investment	(4 @ \$50) \$200	<input type="checkbox"/>
March Madness March 20	\$35	<input type="checkbox"/>
REALTOR® Olympics April 17	\$50	<input type="checkbox"/>
Double T Golf Tourney June 23	\$150	<input type="checkbox"/>
Sporting Clay Shoot August 15	\$125	<input type="checkbox"/>
TREPAC Auctions Summer Auction Fall Auction	\$440	<input type="checkbox"/>

# NAR launches 'Right by you' national advertising campaign

In addition to NAR's advertising to consumers about the REALTOR® brand, NAR also develops content in various mediums, which you can tap into to stay in touch with past, present and future clients.

### Benefitting You, and Your Business

'Right by you' is the National Association of REALTORS®' national advertising campaign and a promise to consumers that clarifies the benefits and value of working with a REALTOR®, a member of NAR, on what may be the largest financial transaction they ever make.

'Right by you' is also a promise to every member — that NAR is here to support you, just as you support, guide and help protect your clients. This includes giving you, only NAR members and REALTOR® associations, exclusive access to an array of turnkey ad campaign materials and other consumer-facing assets for you to leverage.

### Re-establishing the worth of REALTORS®

The 2025 ad campaign highlights WHY you matter. This has never been so important with real estate brands driving more of the transaction in-app and a DIY culture attracting first time home buyers. The new ads aim to change the use of a real estate pro as a burdensome cost to be avoided, to an essential investment to be embraced.

There are two phases of the campaign, both use emotional storytelling to show how we protect consumers by doing 'Right by you'. Phase 1, 'Don't DIY' highlights the pitfalls of overconfidence and ignorance, with Phase 2 coming in April.

### Re-affirming the REALTOR® brand

Our 2025 consumer ad campaign has never been so important, especially with first time buyers in a DIY culture. No tech app can replicate your human values. And, because you agree to follow the REALTOR® Code of Ethics, it means you put your clients first. The new campaign highlights your ethical expertise and partnership as an essential investment to be embraced.

There are two creative constructs of the campaign, both use emotional storytelling to show how you help protect consumers from themselves.

[Explore Campaign Assets](#)

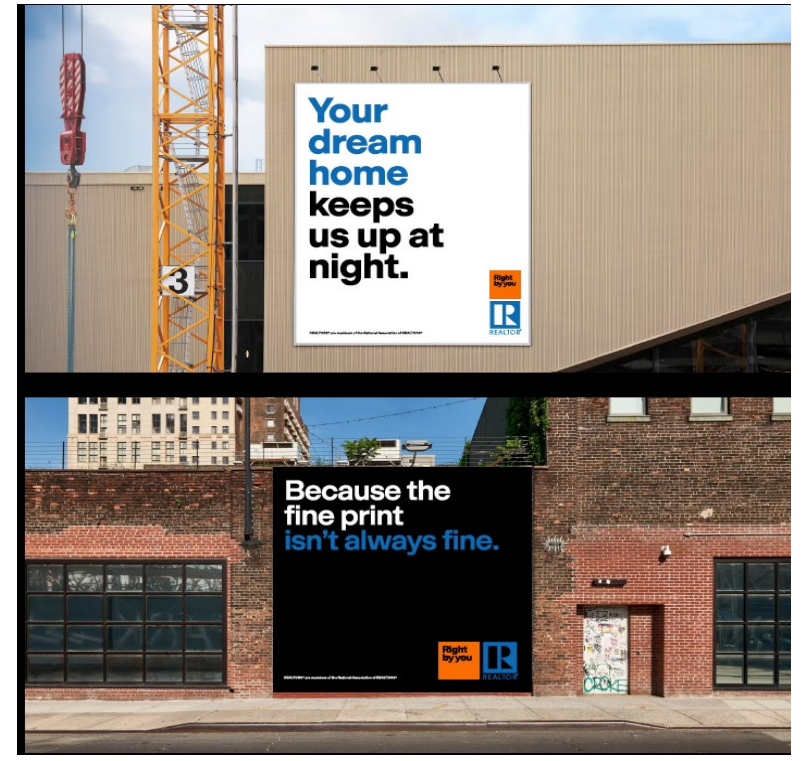
Events                      Auctions

\$560 + \$440 = **\$1,000**

or

\$84 per month

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# MEMBERSHIP STATS

LAR Membership Counts as of February 28, 2025.

1,666	Total members	105	MLS only Designated REALTORS®
202	Designated REALTORS®	102	MLS only REALTORS
1,401	REALTORS®	33	MLS only Appraisers
22	REALTORS® Emeritus		
41	Appraisers		

## REALTOR® MEMBER APPLICATIONS

Adam Ramirez, Modern Day Living RE, LLC  
 Aaron Benavides, United Realty, LLC  
 Bobby Brown, Location Rentals  
 Jakob Vines, Reside Real Estate Co.  
 Lizzett Vargas, Reside Real Estate Co.  
 Luke Battle, Modern Day Living RE, LLC  
 Amber Brown, BK Real Estate LLC  
 Cody Barker, Steadfast Realty, LLC  
 Joseph Walker, Clear Rock Realty  
 Mandi Dever, Coldwell Banker Trusted Advisors  
 Jessica Macias, Aycock Realty Group, LLC  
 Anna Cermak, Berkshire Hathaway HomeServices Premier Properties  
 Joseph "Isaiah" Gonzales, Brick & Loft Realty  
 Matt Wheeler, Reside Real Estate Co.  
 Becca Hamlin, Williams & Company Real Estate  
 Yves Emendack, HomeSmart

## DESIGNATED REALTORS®

Martin McClendon, HomeSmart  
 Kevin Gioia, Dalton Wade, Inc.

## NEW AFFILIATES

Kyle Waldron, Highlands Residential Mortgage

## TRANSFERS

Tagen Pechacek, Century 21 Kearney & Associates, to Tagen Pechacek, Broker  
 Chris Rivera, Exit Realty of Lubbock, to

Clear Rock Realty  
 Sydney Strasner, Brick & Loft Realty, to Heritage Real Estate  
 Kenny McCleskey, Keller Williams Realty, to Clear Rock Realty  
 Breeann Thornton, Southern Magnolia Real Estate, to Avenue Real Estate  
 Amalia Villalobos, WTX Realty, LLC, to Dalton Wade, Inc.  
 Luke Bradshaw, Platinum West Real Estate, to Avenue Real Estate  
 Dion Mitchell, Reside Real Estate Co., to Better Homes and Gardens Blu Realty  
 Beth Wylie, Amicus Realty, to Ayock Realty Group, LLC  
 Vanessa Baker, RE/MAX Lubbock, to Grisom Realty  
 Leslie Kinman, eXp Realty LLC, to Aycock Realty Group, LLC  
 Freddie Marmolejo, Realty Connect Group, to Aycock Realty Group, LLC  
 Deonna Hutton, Berkshire Hathaway HomeService Premier Properties, to Brick & Loft Realty  
 Jennifer Taylor, Better Homes and Gardens Blu Realty, to Keller Williams Realty  
 Tagen Pechacek, Tagen Pechacek, Broker, to Meridian Property Management

## CANCELLATIONS

Keisha Bailey, Our Texas Real Estate Group  
 Jon Gallegos, Grand Slam Real Estate Group  
 Christopher Salinas, Grand Slam Real Estate Group  
 Esteven Fabila, Epique Realty LLC  
 Kinsley Scott, The WestMark Companies  
 Taylor Plummer, The WestMark Companies  
 Brian Moore, Brick & Loft Realty  
 Ryan Burkett, Ryan Burkett Real Estate  
 Braxton Graham, Exit Realty of Lubbock  
 Ashley Rodriguez, Coldwell Banker Trust-

ed Advisors  
 Joselyn Garcia, Reside Real Estate Co.  
 Amanda Brashear, C21 Kearney & Associates  
 Roger Jones, Clear Picture Home Inspections  
 Clint Faulkner, On Target Home Inspections  
 Brittany McGough, Keller Williams Realty  
 Cody Cooper, Reside Real Estate Co.  
 Joe Hall, West Sage, REALTORS  
 Michael Samuels, Minnix Property Management  
 Kendall Bullard, Williams & Company Real Estate  
 Primelending, A PlainsCapital Company  
 Elizabeth Welch, Keller Williams Realty  
 Jenn Trengove, eXp Realty LLC

## MISCELLANEOUS CHANGES

Kelci Tyler, Progressive Properties, name change to Kelci Powell  
 Tess Bruffey reinstated with Lubbock Select Realty  
 Steve Carlisle, Western Realty, change to non-MLS member  
 Mitch Edwards, United Country Real Estate - M. Edwards Realty and Land, change to non-MLS member  
 Connie Vasquez reinstated with Keller Williams Realty

## MLS ONLY

Alyssa Herrmann, Milestone Realty Group, to Bray Real Estate Group  
 Steve Mitchell, Altitude Appraisal, LLC  
 Julie Golden, Pine & Beckett #2  
 Chrystal Casarez, Fathom Realty  
 Brian Moore, Bray Real Estate Group  
 Leighton Pinkham, Regal, REALTORS  
 Ted Brooks, Colliers International Valua-

tion & Advisory Services, LLC  
 Jose Robles, Regal, REALTORS  
 Tyler DeMando, OnDemand Realty  
 Lance Welch, Monument Realty  
 Stephanie Hardin, Stephanie Hardin

Katalina Finley, Street Real Estate  
 Kevin Scanlan, All City Real Estate, Ltd. Co.  
 Dustin Bunney, All City Real Estate, Ltd. Co.

Brennan Coldiron, Exit Realty of Lubbock  
 Marisol Aranda, Monument Realty, cancelled  
 Alexandra Flores, Keller Williams Realty Midland, cancelled

# 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

D-R HORTON  
*America's Builder*

Revolution MORTGAGE

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

# CLASSES & EVENTS

## TREPAC Madness

Thursday, March 20  
11 a.m. to 2 p.m.  
Click [HERE](#) to register

## L&L Credit Repair

Tuesday, March 25  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## March Commercial Services Luncheon

Thursday, March 27  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## April Commercial Services Luncheon

Thursday, April 10  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## L&L Flexmls: Become a Power User

Friday, April 11  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## New Member Orientation

Tuesday, April 15  
8:30 a.m. to 1 p.m.

## April Luncheon

Thursday, April 17  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

## TREPAC REALTOR® Olympics

Thursday, April 17  
Doors open at 5:30 p.m.  
Opening Ceremonies at 6 p.m.  
Click [HERE](#) to register

## TR 360 Region 1 Meeting

Thursday, April 24  
8:30 a.m. to 3:30 p.m.  
Click [HERE](#) to register

## Buyer Representation

Tuesday, April 29  
10 a.m. to Noon  
Click [HERE](#) to register

## One to Four Residential Contract

Tuesday, April 29  
1 p.m. to 4 p.m.  
Click [HERE](#) to register

## TREC Legal Update 1

Wednesday, April 30  
8:30 a.m. to 12:30 p.m.  
Click [HERE](#) to register

## TREC Legal Update 2

Wednesday, April 30  
1 p.m. to 5 p.m.  
Click [HERE](#) to register

## Overcoming the Downpayment Hurdle

Tuesday, May 6  
11:30 a.m. to 1 p.m.  
Click [HERE](#) to register

**LUNCH & LEARN**  
**CREDIT REPAIR**  
TUESDAY, MARCH 25  
11:30 A.M. TO 1 P.M.  
REGISTER NOW AT [BIT.LY/2503LL](http://bit.ly/2503LL)

**LUNCH & LEARN**  
**FLEXMLS: BECOME A POWER USER**  
FRIDAY, APRIL 11  
10 A.M. TO NOON  
REGISTER NOW:  
[bit.ly/0425MLS](http://bit.ly/0425MLS)  
2 CE Credits

# April

## MEMBERSHIP LUNCHEON

Featuring Dusty Womble

Thursday, April 17 | 11:30 a.m. to 1 p.m.  
Cook's Garage | 11002 US-87 d, Lubbock, TX

Sponsored by:  
**BENCHMARK MORTGAGE**  
*brings you home*

REGISTER NOW [bit.ly/2504LNCH](http://bit.ly/2504LNCH)  
or visit [bit.ly/2504LNCH](http://bit.ly/2504LNCH)

## The CE Shop™ LAR LUBBOCK Association of REALTORS®

Don't let real estate myths cost you. Get the truth with The CE Shop.

# Save 30%

on real estate Pre-Licensing, Exam Prep, Post-Licensing, Continuing Education and Professional Development!

Promo Code **RISEUP**

Offer valid 3/1/25-3/31/25. Visit Terms and Conditions for details. Excludes individual USAP courses. Education provided by The CE Shop. Education provided by The CE Shop. ©2025 The CE Shop, LLC. All Rights Reserved.



Stay up to date on everything happening at LAR by visiting [LUBBOCKREALTORS.COM/CLASSES-AND-EVENTS/](http://LUBBOCKREALTORS.COM/CLASSES-AND-EVENTS/)



**TEXAS REALTORS® 360 MEETING 2025**

**REGISTRATION IS NOW OPEN**

**8:30 AM**  
Light Breakfast

**9:00 - 11:30 AM**  
Texas REALTORS® Leadership Meeting  
(2 Hours of CE)

**11:30 AM**  
Catered Lunch

**12:00 - 2:00 PM**  
Texas REALTORS® Leadership  
Address Local Issues and Concerns

**2:30 PM - 1 Hour CE**  
Does the Potrack Stay?

**Course #48596**  
**Provider #0001**  
Instructor, Tim Garrett

**Thursday, April 24th**

**The Shop Event Venue**  
**1585 SE 58th Ave.**  
**Amarillo, TX 79118**

**Region 1**

Don't miss this opportunity to talk with, and hear from, Texas REALTORS® leadership on the latest industry trends.



You will also gain important business knowledge and network with members from the entire Region 1 Association of REALTORS®

\$10 Registration Fee

[Click Here to Attend.](#)

**Graphics no Longer Allowed on MLS Photos**

This change goes into affect on Wednesday, March 19

On March 12th, the Board of Directors approved a recommendation from the MLS Issues and Policies Committee to discontinue allowing digital graphic embellishments on photos in the MLS.

- **Graphics being more than 20% of the photo area**
- **Not including an original photo without the graphic**
- **Brokerage branding**

The Committee spent hundreds of man hours discussing possible solutions to this problem but ultimately were unable to come to a workable solution to the problems that allowing digital graphics creates.

Subsequently, the Committee decided the best course of action

was not to allow graphic embellishments. Please note that builder information and marketing is still allowed in the Public Remarks section of listings and rendering, without additional embellishments, are permitted.

Please note that according to the MLS Rules and Regulations, these types of photos must be removed within three (3) calendar days after notice. We appreciate your prompt attention to this.

In the months since embellishments were allowed, the MLS Committee saw increasing violations of the policy, including:

- **Graphics covering structures**
- **Confusion on the number of embellishments on photos**

**BUYER REPRESENTATION**  
TUESDAY, APRIL 29  
10 A.M TO NOON  
Register now at [bit.ly/2504BUY](http://bit.ly/2504BUY)

**THE ONE TO FOUR RESIDENTIAL CONTRACT**  
DATE: Tuesday, April 29  
TIME: 1 p.m. to 4 p.m.  
LOCATION: LAR Event Center  
REGISTER NOW:  
[BIT.LY/2504CON](http://BIT.LY/2504CON)  
3 CE CREDITS FULLFILLS THE CONTRACT CLASS REQUIREMENT

**Legal UPDATE 1&2**  
Wednesday, April 30  
Legal 1 8:30 a.m. to 12:30 p.m. [bit.ly/2504LU2](http://bit.ly/2504LU2)  
Legal 2 1 p.m. to 4 p.m. [bit.ly/2504LU1](http://bit.ly/2504LU1)

## Flexmls Help & Training Resources

- Guided Help: Step-by-step assistance.
- Flexmls Academy (Videos): Located under "Help" in the top right corner.
- Direct Contact: Phone number and email available for Flex support.
- Recorded Webinars: \* 90-minute training webinar available at the Connect Dashboard (third link in the red tipped module).
- Also found in the Message Board gadget on the Flex home page.
- Informational (i) Icons: Provide Lubbock-specific information about fields.

## Data Feeds (Spark)

- **Vendor Fees:**
- Spark charges vendors \$50/month for data feed access.
- This fee is for the vendor, NOT agents or offices.
- Vendors may pass this cost to agents.
- LAR (Lubbock Association of Realtors) has no control over these fees.

- **Approval Process:**
- Vendor initiates feed request in Spark.
- Spark sends request to agent (for agent feed) or broker (for office feed).
- Agent/Broker approves or rejects request via email link.
- Broker (if agent feed) or MLS Administrator approves or rejects request.
- Once all approvals are received, vendor gets the data feed information.

- **IDX Lite (Free):**
- Allows vendors to request a free feed of your own listings for your website.
- More information: No longer a separate "Property Type."
- Now a "Property Subtype" within each property type.
- Requires setting up Parent/Child relationships in Flexmls.
- More information: Contains resources previously found in Rapattoni's "Links & Documents."
- Examples: Linking ShowingTime Accounts, MLS Rules & Regulations, Flexmls steps for entering Package Property.

## Map Pin Placement

- When entering a listing you may still need to click the Use This Location button to confirm the map pin placement for the listings to show on the map.

## Super Use (Flexmls Feature)

- Purpose: Similar to Rapattoni's "Work As Other Agent," but more secure. Allows authorized users to act as another agent within Flexmls.
- Authorization: Broker must grant permission for the user to "Super Use."
- Can be specific agents or the entire office.
- Process: Log in as yourself.
- Click the dropdown arrow next to your initials (top right).
- Enter the full MLS ID of the agent you want to "Super Use" as.
- Click "Use."
- Indicating "Super Use": Initials change (e.g., TM to TM as AB).
- Ending "Super Use": Must be done intentionally.
- Returning to the dropdown and entering your own MLS ID and clicking "Use."
- "Super Use" does NOT end with session timeouts or logouts.

## MLS Intranet

- Contains resources previously found in Rapattoni's "Links & Documents."
- Examples: Linking ShowingTime Accounts, MLS Rules & Regulations, Flexmls steps for entering Package Property.

## Package Property Changes

- No longer a separate "Property Type."
- Now a "Property Subtype" within each property type.
- Requires setting up Parent/Child relationships in Flexmls.
- More information: Contains resources previously found in Rapattoni's "Links & Documents."
- Examples: Linking ShowingTime Accounts, MLS Rules & Regulations, Flexmls steps for entering Package Property.

## Appraisal Help – Form 1004MC

- Flex's Help functions are very helpful.
- In the Flexmls Academy, a search for "appraisal" yielded a relevant link as the top result.
- The link leads to an hour-long video.
- The video specifically provides help with the 1004MC form.

Learn more at [lubbockrealtors.com/mls-tips-tricks/](http://lubbockrealtors.com/mls-tips-tricks/)

# CRS DATA TAX SUITE IN-PERSON TRAINING

## Monday, March 24 and Tuesday, March 25\*

\*Class schedules are the same both days

Introduction to the  
Basics and Beyond!  
Lubbock MLS  
Part One

9 a.m. to 10:30 a.m.  
1 p.m. to 2:30 p.m.

Creating CMAs Your Way  
and Prospecting, it's just  
that Easy! Lubbock MLS  
Part Two

11 a.m. to 12:30 p.m.  
3 p.m. to 4:30 p.m.

Monday

9 a.m. to 10:30 a.m.

1 p.m. to 2:30 p.m.

Tuesday

9 a.m. to 10:30 a.m.

1 p.m. to 2:30 p.m.

Monday

11 a.m. to 12:30 p.m.

3 p.m. to 4:30 p.m.

Tuesday

11 a.m. to 12:30 p.m.

3 p.m. to 4:30 p.m.



**Market Selector**

Local Association  
Lubbock Association of REALTOR®

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

Market Type  
Metropolitan Statistical Area

Market Name  
Lubbock

Frequency  
Monthly

Date  
February 28, 2025

Construction Type  
All (Existing & New)

February 2025 Market Statistics - Lubbock MSA

**Median Price**  
**\$240,000**  
▲ 4.4% YoY

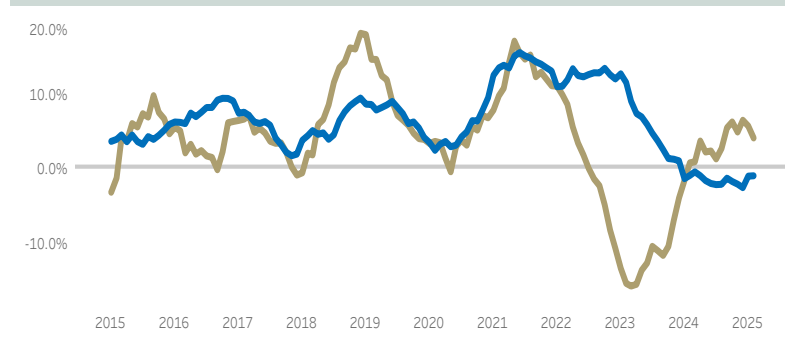
**Closed Sales**  
**327**  
▼ -7.6% YoY

**Active Listings**  
**1,487**  
▲ 2.5% YoY

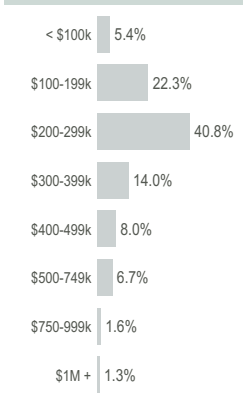
**Months Inventory**  
**3.6**  
▼ -0.1% YoY



GROWTH TREND FOR CLOSED SALES AND MEDIAN PRICE



PRICE DISTRIBUTION



VALUATION STATS

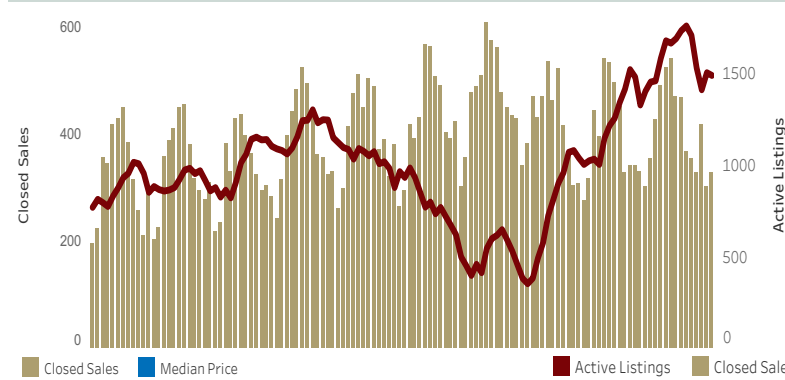
Median Price/Sq Ft  
**\$138.57**  
▲ 4.3% YoY

Median Home Size  
**1,831** sq ft

Median Year Built  
**2007**

Close/Original List  
**96.1%**

CLOSED SALES AND ACTIVE LISTINGS



TRANSACTION TIME STATS

**Days on Market**  
**54**  
5 days more than February 2024

**Days to Close**  
**31**  
Unchanged from February 2024

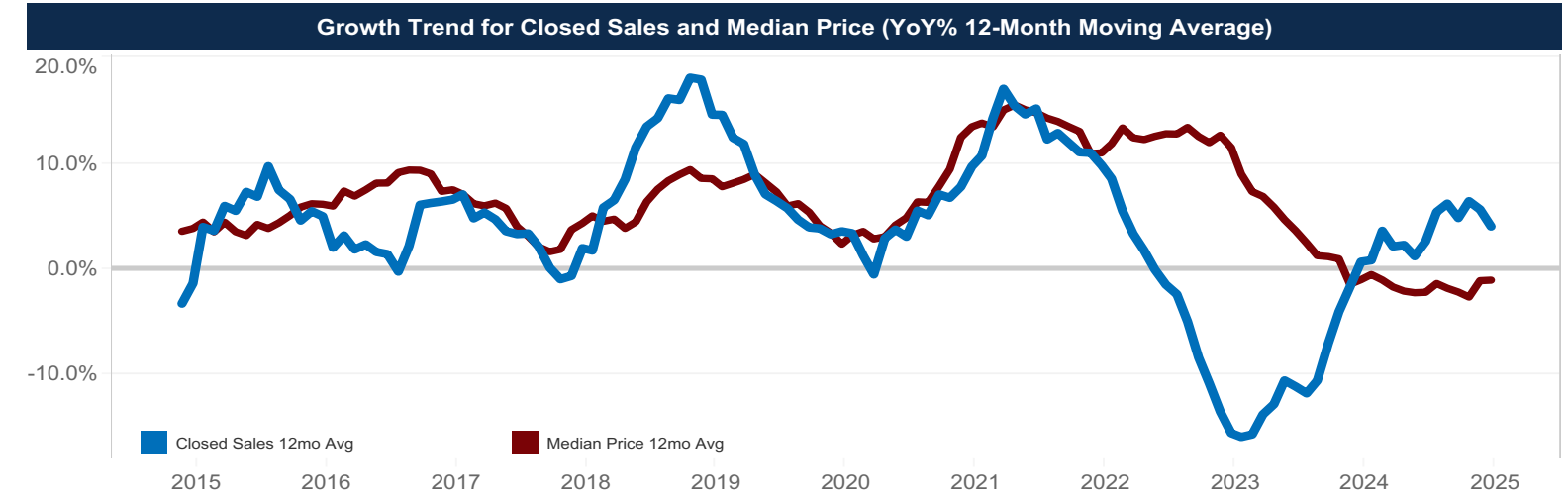
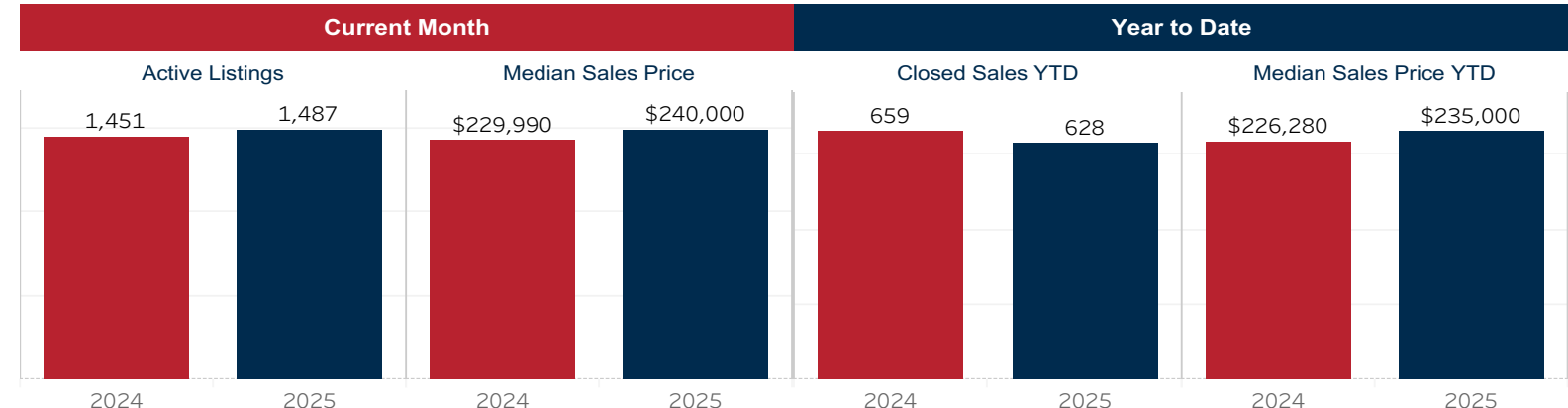
**Total Days**  
**85**  
5 days more than February 2024

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

February 2025 Market Snapshot  
**Lubbock MSA**



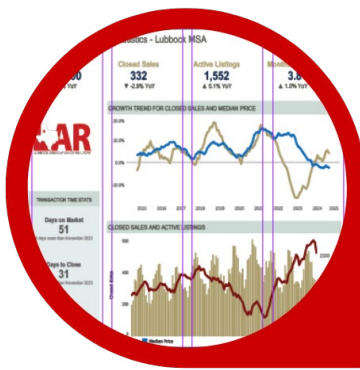
	Year to Date			Year to Date		
	2024	2025	% Change	2024	2025	% Change
Closed Sales	354	327	▼ -7.6%	659	628	▼ -4.7%
Median Sales Price	\$229,990	\$240,000	▲ 4.4%	\$226,280	\$235,000	▲ 3.9%
Average Sales Price	\$281,827	\$291,680	▲ 3.5%	\$275,810	\$288,124	▲ 4.5%
Ratio to Original List Price	96.4%	96.1%	▼ -0.4%	95.4%	95.1%	▼ -0.4%
Days On Market	49	54	▲ 10.2%	51	63	▲ 23.5%
New Listings	791	644	▼ -18.6%	1,588	1,526	▼ -3.9%
Under Contract	552	604	▲ 9.4%	500	532	▲ 6.4%
Active Listings	1,451	1,487	▲ 2.5%	1,430	1,494	▲ 4.5%
Months Inventory	3.6	3.6	▼ -0.1%	3.6	3.6	▼ -0.1%



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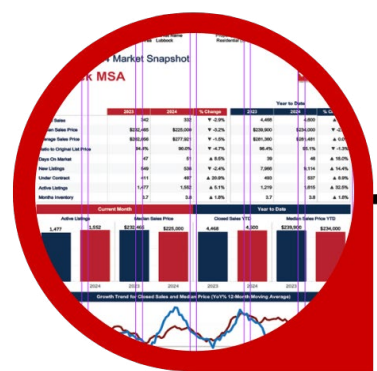


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**DOWNLOAD MARKET STATISTICS PDF**

**HERE**



**DOWNLOAD MARKET SNAPSHOT PDF**

**HERE**

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 Lubbock Association of REALTORS®



## LAR LUBBOCK Association of REALTORS®

### STAFF



**CADE FOWLER**

Association Executive  
cadefowler@lubbockrealtors.com



**HOLLY MCBROOM**

Operations Director  
members@lubbockrealtors.com



**BRENDA FISHER**

Communications Director  
media@lubbockrealtors.com



**TONYA MARLEY**

MLS Administrator  
mls@lubbockrealtors.com



**CHRISTINE MICHAELS**

Key Service Administrator  
keys@lubbockrealtors.com



**TINO VELA**

Key Service Administrator  
keys@lubbockrealtors.com