

NEWSLETTER



ANDREA
Sturdivant
2025 LUBBOCK ASSOCIATION OF REALTORS® PRESIDENT

As we all prepare for the upcoming Thanksgiving holiday, I find myself reflecting on this past year. Gratitude is the word that keeps rising to the surface. Not the kind that comes from one holiday, but the deeper kind that lets you see your life through a wide-angle lens. The past year has been filled with substantial changes, both professionally, and in my personal life. I'm sure each of you can relate. Through it all, I feel blessed in many ways.

I am thankful for all of my family and friends - my people - who have been my constant support and are my biggest cheerleaders. As of a

few months ago, both of my daughters now permanently reside in other states, and I am grateful for the ability to travel, and the technology to stay in constant communication.

I am thankful for my brokerage team, who show up every day with dedication, professionalism, and a great work ethic. They make it possible to serve my clients, and the Association, and our community at the highest level. My team has shown me that teaching and mentoring others gives me fulfillment, and to this end, I am now a Texas REALTORS® instructor. I look forward to that exciting new challenge.

I am thankful for the people I serve alongside in the Lubbock Association of REALTORS® - my leadership team, our board, committees, volunteers, and every member who invests their time and energy to make this association strong. Together, we've proven that our collective work truly matters, whether it's through education, advocacy, or outreach. The good work we do is not just for our industry, it's for our community. I am proud of what we accomplish.

I am thankful for my profession and the impact it allows us to have. This year the market has been challenging, but being in real estate is about the long-game; it is about helping people build their futures, plant roots, and achieve dreams. To be part of that journey is a privilege I never take for granted.

And of course, I am thankful to live and work in Lubbock, Texas. The 806 is a place filled with unique culture, sincere generosity, and endless possibility. It offers a stable economy, an affordable cost of living, and a growing array of amenities and entertainment. We, as REALTORS®, are an impactful part of Lubbock's future, and we help shape the growth of our city in meaningful ways.

Finally, I am thankful for YOU. The members I have the privilege to serve. Not many people have the opportunity to lead this organization - only 99 in history to be exact. What a special thing, to be trusted and elected by your peers to this position. I do not take it for granted. With just one month left in my tenure, I want to say with all sincerity- Thank You Lubbock REALTORS®, for your confidence, your commitment, and your heart. It has been my honor and privilege to serve you.

- Andrea

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2026 TEXAS AND NATIONAL ASSOCIATION OF REALTORS® DUES

2026 dues statements were emailed on November 13. There is a new line on the statement that includes your 2026 Lubbock Association of REALTORS® dues as we transitioned from brokerage billing to individual agent billing.

THERE IS NO INCREASE IN LAR OR MLS DUES IN 2026

- LAR Dues - **\$342** (association only, MLS dues billed separately)
- NAR Dues - **\$201**
- TR Dues - **\$157**
- **Total - \$700**
- The deadline to pay is **December 31, 2025**. Payments made after will incur a \$50 late fee.
- MLS dues will be billed quarterly at **\$124.50**.

(THE ABOVE RATES ARE FOR REALTORS®; DESIGNATED REALTORS® – BROKERS OF RECORD - WILL BE BILLED \$462 FOR LAR DUES AND \$139.50 QUARTERLY MLS DUES.)

YOUR MEMBERSHIP VALUE: BENEFITS OF BELONGING

- Professional Resources: FOREWARN safety app (a \$240/year value) is no extra charge for REALTOR® members, the Flexmls system, Showing Time, CRS Tax Suite, which provides tax data for all 254 counties in Texas, the zipForm program, promulgated forms Texas REALTORS®, mlsConnect, Key Services - including lockbox rentals and free keys for listings, the LAR Board Store offers discounted business necessities, just to name a few.
- Powerful Advocacy: The Governmental Affairs divisions at LAR/TR and NAR work tirelessly on behalf of REALTORS®, ensuring private property rights are upheld and monitoring issues affecting the real estate industry at the local, state and national levels.
- Exceptional Education: Offering low-cost, high-value in-person classes and access to discount online courses through the CE Shop.
- Networking and Leadership: Take advantage of numerous opportunities to socialize and network with fellow REALTOR® and Affiliate members. You can also join a committee to be involved in planning and decision-making processes at LAR.
- The LAR Staff delivers personalized, professional support to members, empowering them in their day-to-day business operations.

We appreciate your continued membership and look forward to serving you in 2026

If you have any questions regarding this billing change, please contact Operations Director Holly McBroom, (806) 395-8004.

*From Our Hearts to Yours:
Why We Are Grateful for Our Members*

As your Association staff, our mission is to support your success. This month we want to take a moment to turn the spotlight on you and express our sincere gratitude. The dedication, professionalism, and support you show every day make our work incredibly rewarding. Here are just a few of the many reasons why the LAR staff is thankful for you:

We are deeply grateful for the high standards you set for the industry:

- Upholding the Code of Ethics: Your commitment to integrity and ethical practice elevates the entire REALTOR® profession and reinforces the public's trust.
- Active Engagement & Participation: Whether you're attending a CE class, joining a committee, or coming out to an event, your presence and enthusiasm bring our association to life.
- Inspiring Success Stories: Hearing about the clients you help achieve the dream of homeownership is the greatest reminder of the value you bring to our community.

You don't just rely on the association—you help build it. We are thankful for:

- Your Generous Volunteerism: To the many members who donate countless hours serving on committees, task forces and the Board of Directors, your time and guidance are invaluable to the direction of LAR.
- Your Commitment to Advocacy: Thank you for participating in our advocacy initiatives, helping us advocate to protect property rights and the future of our industry.
- Your Constructive Feedback: We appreciate your willingness to share honest input, which allows us to continually refine and improve the resources and services you rely on.

Ultimately, we are thankful for the positive environment you foster:

- A Welcoming Environment: We are grateful for how quickly you mentor and welcome new licensees, strengthening the future of our membership.
- Respect and Connection: Thank you for your kindness and professionalism in every interaction with the LAR staff. It makes coming to work every day a joy.

Thank you for being the heart and soul of our association. We are proud to serve you.

Sonya Marley

Casey Parker

Holly McBroom

Jim Dea

BC Michaels

Brenda Fish

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



BAMBI TEMPLE
2026 SECRETARY/TREASURER
AND MAJOR INVESTOR

RPAC

HALL OF FAME

The RPAC Hall of Fame recognizes dedicated members who have made a significant commitment to RPAC (this includes TREPAC in Texas) over the years by investing an aggregate lifetime amount of at least \$25,000.

Hall of Fame members are installed at the May REALTORS® Legislative Meetings & Trade Expo the following year. President's Circle investments may be counted towards Hall of Fame status.

Among the Hall of Fame benefits are inductee names prominently featured on the RPAC Hall of Fame wall located on NAR's Washington, D.C. building rooftop, a personal plaque commemorating the installation and recognition pins with the Hall of Fame designation.



I invest in the Texas REALTORS® Political Action Committee because, as a REALTOR®, I see firsthand how laws and regulations directly impact homeowners, property rights and the real estate market. TREPAC helps ensure that our industry has a strong voice in decisions that shape affordability, community growth, and the ability for Texans to buy, sell, and own property. Supporting TREPAC means protecting my clients, my profession and the future of real estate in Texas.

LAR LUBBOCK
Association of REALTORS®

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

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
STIRLING R MEMBER

A Texas REALTOR® investing \$1,000 in one year will be recognized as a Sterling R major investor.

TREPAC
CAPITOL CLUB

A Texas REALTOR® investing \$500 to \$999 in one year becomes a Capitol Club member.

TREPAC
LONE STAR STATESMAN

A Texas REALTOR® investing \$250 to \$499 in one year becomes a Lone Star Statesman.

TREPAC
110 CLUB MEMBER

A Texas REALTOR® investing \$110 to \$249 in one year becomes a 110 Club Member.

TREPAC
PARTICIPATION CLUB MEMBER

Any Texas REALTOR® investing \$35 to \$109 is considered a member of TREPAC.



Invest
in
TREPAC

[CLICK HERE](#)

**THE TREPAC INVESTMENT YEAR
IS OCTOBER 1 - SEPTEMBER 30**

#trepacpuresolution



CYBERSECURITY TIPS

● What You Need to Know: Top Video Call Scams

The core threat is simple: They rely on deception, not hacking.

1. The Screen-Share Takeover (The Most Dangerous)

The goal: Gaining control of your computer.

- The Hook: The scammer asks you to perform a task on your device.
- The Request: They say, "Just share your screen with me, and I can walk you through it."
- The Escalation: When it fails, they push: "Let me just take control for one second."
- ACTION ITEM: NEVER grant a stranger remote control access to your computer or phone.

2. The Verification Code Hijack (Losing Your Number)

This attack steals your phone number under the guise of "security."

- The Lie: They need to verify you are a legitimate agent before continuing.
- The Request: They send a text with a code and ask you to read the code back to them.
- The Reality: This is a Two-Factor Authentication (2FA) code that allows them to steal (hijack) your phone number, which can then be used to access other linked accounts.
- ACTION ITEM: NEVER share a text message verification code (MFA/2FA) with anyone on a call.

3. The Blackmail Trap (The "How Embarrassing" Tactic)

The scammer is recording the call to create leverage.

- The Goal: To capture you saying or doing something you wouldn't want public.
- The Pressure: They will use the video to demand a ransom payment or pressure you into an unethical act.
- ACTION ITEM: If the conversation feels strange or coercive, immediately end the call. Maintain professional conduct at all times.

✓ Your Security Checklist: End the Call Quickly

The longer you stay engaged with a scammer, the more likely they are to get what they want.

- Trust Your Gut: If a request feels rushed or "off," end the call.
- Set the Standard: Clearly state: "I do not share control of my devices with clients or third parties."
- Verify Identity: If a request is urgent or suspicious, end the call and call the client back using a verified number from their listing or referral source.



Now accepting nominations for

REALTOR® of the Year & Pinnacle Award



Submit nominations at:
lubbockrealtors.com/larawards/



Holiday Hours

Wednesday, November 26 | Closed at Noon
Thursday, November 27 and Friday, November 28 | Closed



MEMBERSHIP STATS

**LAR Membership Counts as of
October 31, 2025.**

1,706 Total members
206 Designated REALTORS®
1,439 REALTORS®
22 REALTORS® Emeritus
39 Appraisers

112 MLS only Designated REALTORS®
106 MLS only REALTORS
32 MLS only Appraisers

REALTOR® MEMBER APPLICATIONS

Miranda Eastwood, Real Estate Just for You, LLC
Mateo Morillon, Real Broker, LLC
Rita Lawlis, Exit Realty of Lubbock
Aaron Garcia, Keller Williams Realty
Michael McFadden, Aycock Realty Group, LLC
David Kunselman, Exit Realty of Lubbock
Juliana Robertson, Southern Magnolia Real Estate
Cherie Schnieders, Keller Williams Realty
Dawn Horn, ALL Real Estate, LLC
Keenan Tarrant, Southern Magnolia Real Estate
Julie Key, Fathom Realty
Branch Jones, Southern Magnolia Real Estate

DESIGNATED REALTORS®

Will Fowler, The Nicholson Agency Real Estate
Kevin Scanlan, All City Real Estate, Ltd. Co

NEW AFFILIATES

Dale Ashmore, Ashmore Home Inspections, PLLC
Kyle Edwards, Protect and Serve Property Inspections, PLLC

TRANSFERS

Saida Rivera, Progressive Properties, to

Aycock Realty Group, LLC
Jocelyn Dooley, Century 21 Kearney & Associates, to Better Homes and Gardens Blu Realty
Jessica Janes, Reside Real Estate Co., to eXp Realty LLC
Megan Garcia, eXp Realty LLC, to The Real Estate Brokerage
April Sizemore, Reside Real Estate Co., to Aycock Realty Group, LLC
Rhonda Williams, Platinum West Realty, to Aycock Realty Group, LLC
Kailee Akin, Keller Williams Realty, to Wright Realty and Design
Brandy DeLeon, Keller Williams Realty, to eXp Realty LLC
Jonathon Soto, Aycock Realty Group, LLC, to eXp Realty LLC
Amanda Martin, Platinum West Realty, to Aycock Realty Group, LLC
Sheree Early, Coldwell Banker Trusted Advisors, to Exit Realty of Lubbock
LeighAnn Ramirez, Keller Williams Realty, to Clear Rock Realty

MISCELLANEOUS CHANGES

Sarah Browne, Modern Day Living RE LLC, name changed to Sarah Newton
Trey Mitchell reinstated with Keller Williams Realty
Maria Martinez reinstated with All City Real Estate, Ltd. Co
Branda Brown reinstated with Thrive Real Estate, non-MLS

CANCELLATIONS

Stacy Turner, Reside Real Estate Co.
James Hardberger, Keller Williams Realty
Jeannie O'Neal, Exit Realty of Lubbock

Branda Brown, Modern Day Living RE LLC
Olivia Grasse, eXp Realty LLC
David White, Texas Ally Real Estate Group
Tony Gilbert, eXp Realty LLC
Queen Onyehialam, Keller Williams Realty
Yves Emendack, HomeSmart
Jake Estrada, AMRR Realty
Kelci Powell, Progressive Properties
Jordan Wood, Coldwell Banker Trusted Advisors
Martin McClendon, HomeSmart
Renee Furr, Aycock Realty Group, LLC
Lisa Ashmore, Aycock Realty Group, LLC
Casandra Bryant, Reside Real Estate Co.
Ashlie Wheeler, Reside Real Estate Co.
Marcia Logsdon, Drennan Real Estate Group

MLS ONLY

Lilly Ochoa, Tracy Farrow Realty
Wesson Assefa, AssetlyOne LLC
Louis Homen, Team West Realty, Inc.
Alice Homen, Team West Realty, Inc.
Melissa Williams, Elite Group of TX
Devonna Cowdrey, eXp Realty LLC, cancelled
Tracie Nelson, Sincerity Real Estate LLC
Lucia Marquez, Miley Realty, LLC, cancelled
Jenn Roussin, Real Broker, LLC
Katie Brunson, Street Real Estate
Shay Greeson, Rockone Realty, LLC
Ross Dillingham, 4D Real Estate Group
Brennan Coldiron, Exit Realty of Lubbock, to eXp Realty LLC
Leah Garcia, Billington RealEstate, cancelled

LAR LUBBOCK
Association of REALTORS®

PRIME BUSINESS PARTNERS 2025



Branch of Amarillo National Bank



Western Bank
Mortgage



CAPITAL MORTGAGE
SERVICES



YOUR LOCAL LUBBOCK MORTGAGE LENDERS

PLATINUM BUSINESS PARTNERS



CLASSES & EVENTS

Do Some Digging! Research Properties & more with RPR

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

Lunch and Learn: Your Life, Your Way

Thursday, December 4
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

New Member Orientation

Tuesday, December 9
8:30 a.m. to 1 p.m.

Commercial Services Luncheon

Thursday, December 11
11:45 a.m. to 1 p.m.
Click [HERE](#) to register

December Membership Meeting

Thursday, December 18
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

2026 Installation and Awards Banquet

Friday, January 9
6:30 p.m.
Click [HERE](#) to register



Stay up to date on everything happening at LAR by visiting LUBBOCKREALTORS.COM/CLASSES-AND-EVENTS/

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LAR'S TECH TUNE UP

**OCTOBER 2
9 A.M. TO NOON**

AI IN REAL ESTATE
TAUGHT BY: TRACY THOMASON

**OCTOBER 9
9 A.M. TO 10 A.M.**

MARKETVIEWER INSIGHTS
TAUGHT BY: JACKY HOWARD

**OCTOBER 16
9 A.M. TO 10 A.M.**

CYBER SECURITY: PROTECTING YOU AND YOUR
CLIENTS FROM CYBER THREATS
TAUGHT BY: TRACY THOMASON

**OCTOBER 29
9 A.M. TO NOON**

CANVA WORKSHOP - BEGINNER
TAUGHT BY: TRACY THOMASON

**NOVEMBER 6
9 A.M. TO 11 A.M.**

FLEXMLS: BECOME A POWER USER
TAUGHT BY: JACKY HOWARD

**NOVEMBER 20
9 A.M. TO NOON**

CANVA WORKSHOP - ADVANCED
TAUGHT BY: TRACY THOMASON

**DECEMBER 4
9 A.M. TO 10 A.M.**

DO SOME DIGGING! RESEARCH PROPERTIES AND
MORE WITH RPR
TAUGHT BY: JACKY HOWARD



With Dr. Lynn Brinckmeyer



LAR LUBBOCK
Association of REALTORS®

Lunch & Learn

Your Life, Your Way

Three Keys to Accelerating Your Results

**THURSDAY, DECEMBER 4
11:30 A.M. TO 1 P.M.
LAR EVENT CENTER**

DONATE TO THE 2025 LAR UNITED WAY CAMPAIGN

and be entered to win these prizes

1

\$500 CASH

We'll draw for three (3) winners

2

\$250 CASH

We'll draw for three (3) winners

3

iPAD

Winners will be announced in
DECEMBER

\$25 = 1 entry

\$115 = 6 entries



Lubbock Area
United Way

Scan here to
make your
donation

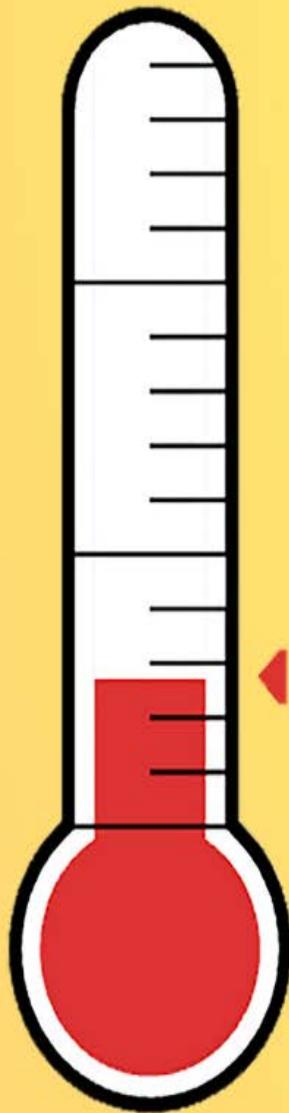
Or visit



bit.ly/2025LAR-UW



2025 LUBBOCK ASSOCIATION OF REALTORS® UNITED WAY FUNDRAISING GOAL



GOAL:
\$75,000

Raised
\$14,380

Scan
here to
make
your
donation



Or visit

bit.ly/2025LAR-UW



Lubbock Area
United Way

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 Lubbock Association of REALTORS®



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