

NEWSLETTER



ANDREA
Sturdivant
2025 LUBBOCK ASSOCIATION OF REALTORS® PRESIDENT

It's December. How can that be? This year has flown by, yet we have navigated a lot together these past 12 months. This is the last article I get to write to you, and I have a few words I really want you to hear:

WHAT YOU DO, MATTERS.

Your work goes far beyond the transaction. Lubbock REALTORS® show up every day for your clients, for each other, and for the communities of West Texas. That commitment has a ripple effect. While we cannot solve every problem, I am deeply moved by how our members step up

to make a difference. Whether it's volunteering time, contributing to charitable causes, or simply lending a listening ear to a client or colleague in need, we show compassion in ways that often go unseen. That quiet generosity makes our community amazingly special.

The REALTOR® spirit of collaboration is legendary. It is inspiring to watch members come together to share knowledge, mentor newer agents, and advocate for our profession — we are stronger together. Our organization thrives on collective decision-making and working toward common goals. The time you give in the service of others is valuable and well spent. LAR exists to serve you, the REALTOR® professional, as well as our community. Strive always, to consistently model generosity, integrity, and service. It is Who We Are.

As the year ends, I hope you will take a moment to reflect on your achievements and the relationships you've strengthened. Celebrate the wins, big and small, and acknowledge the growth that sometimes only becomes clear in hindsight. Reflecting on all that I've learned as president, I see challenges ahead for our profession, but I also see a world of opportunity as the real estate landscape and related technologies continue to evolve. Be dedicated. Be adaptive. Be resilient. Be open to new ideas. Stay connected to your Association, your peers, and your community. And above all, keep your clients' interests at the very heart of what you do. With that, you will be equipped to flourish.

This December marks a time of transition for me. In just a few weeks, I will complete my tenure as President of the Lubbock Association of REALTORS®. Serving in this role has been one of the greatest honors of my professional life. I am profoundly grateful for the trust you placed in me, for the encouragement I have received along the way, and for the friendships that will continue long after my presidency ends.

As I pass the gavel to our next leader, I do so with a full heart — thankful for the opportunity to serve, proud of what we've accomplished together, and excited for the future of our Association.

All the BEST, and Merry Christmas!

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.

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



LEIGH ANNE BROZO
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 believe in protecting the rights of private property owners and securing the future of real estate in Texas. TREPAC advocates not only for property ownership but also for the integrity of our profession. I've witnessed firsthand how laws and regulations impact property rights, property owners and the real estate industry as a whole. Through TREPAC, we have a powerful voice to represent our communities, our clients, and the future of Texas real estate.

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

BE CYBERSECURE DURING THE HOLIDAYS



Be Cybersecure During the Holidays

By Tracy Thomason, 2025 Secretary/
Treasurer

Real estate may slow down during the holidays, but cyber criminals actively ramp up their scams during this time as many people are busy with family & friends and often not paying as much attention to online security as usual. Here are some tips to keep you safe while online during the holidays (and beyond!):

When Shopping Online

- Avoid public Wi-Fi for shopping. Only use Wi-Fi at your home, office, and other trusted locations. Or use your mobile hotspot.
- Avoid deals that look too good to be true. If it's too good to be true - or even almost too good to be true - it probably is.
- Avoid clicking on email links without verifying the sender. If you get a discount from your favorite store, check to see who sent the email. If it came

from the store, that's great. If it came from some random email address at Hotmail.com or Yahoo.com, that's not great as it's probably a scam.

- Avoid using your debit card. Instead, use your credit cards and other secure forms of payment (Paypal, Apple Pay, Google Pay, etc.) which you can protest if necessary. With debit cards, funds are automatically deducted from your bank account, and it can often take a while to get that money back if you get it back at all.

When Travelling

- Keep avoiding public Wi-Fi. This is a good practice whether you're in your hometown or abroad. Using public Wi-Fi is a risky business.
- Don't leave your devices unattended. If you just sloshed your drink on your hands at a coffee shop, don't leave your devices unattended even for a minute while going to wash your hands, much less for a couple of

minutes while using the restroom.

- Avoid shared computers like the ones in hotel lobbies. You have no idea what malware might be on that

When Being Charitable

- device.
- Research charities before giving to them. They may seem benevolent when they are actually malevolent.
- Don't donate through links sent by email. Go straight to the charity's website and make your donation.
- And double check the website to make sure you go to the right one and not a website that looks real but has a slightly different website name.

Let's keep your holidays jolly and just give the cyber criminals digital coal.

LAR LUBBOCK
Association of REALTORS

HOLIDAY HOURS

CLOSED

December 19 11:30 a.m. to 1:30 p.m.
December 24-26, 2025
January 1, 2026

MEMBERSHIP STATS

LAR Membership Counts as of November 30, 2025.

There was a 2.1% percent decrease from November 2024.

1,696	Total members	114	MLS only Designated REALTORS®
205	Designated REALTORS®	107	MLS only REALTORS
1,432	REALTORS®	31	MLS only Appraisers
22	REALTORS® Emeritus		
37	Appraisers		

REALTOR® MEMBER APPLICATIONS

Demeri Cobb, Brick & Loft Realty
 Samantha Griffith, Brick & Loft Realty
 Ladybird Leal, Brick & Loft Realty
 Landon Woods, Keller Williams Realty
 Noah Rodriguez, Reside Real Estate Co.
 Erika Medina, Keller Williams Realty
 Kayle Hebert, Century 21 Kearney & Associates
 Liliana Hernandez, Exit Realty of Lubbock
 Daniel Adams, Keller Williams Realty
 Austin Brougham, Southern Magnolia Real Estate
 Michaela Gonzales, Better Homes and Gardens Blu Realty

TRANSFERS

Stephanie Allison, Southern Magnolia Real Estate, to Coldwell Banker Trusted Advisors
 Chelsea Timmens, eXp Realty LLC, to Home Grown Real Estate Co.
 Vanessa Caballero, Steadfast Realty, LLC, to WTX Realty, LLC
 Jordan Perales, Century 21 Kearney & Associates, to Better Homes and Gardens Blu Realty
 Tara Roberson, eXp Realty LLC, to Home Grown Real Estate Co.
 Stephanie Stone, eXp Realty LLC, to Home Grown Real Estate Co.
 Krista Ramos, eXp Realty LLC, to Home Grown Real Estate Co.
 Rex McKay, Clear Rock Realty, to Keller Williams Realty
 Calista Powers, eXp Realty LLC, to Keller Williams Realty
 Jessica Reynolds, Aycock Realty Group, LLC, to eXp Realty LLC
 Anthony Saenz, Progressive Properties, to

Keller Williams Realty
 Levi Richards, Aycock Realty Group, LLC, to eXp Realty LLC
 Luke Bradshaw, Aycock Realty Group, LLC, to eXp Realty LLC
 Sarah Jones, Aycock Realty Group, LLC, to eXp Realty LLC
 Kim Turner, The WestMark Companies, to Thrive Real Estate
 Valerie DiPaolo, Aycock Realty Group, LLC, to eXp Realty LLC
 Monica Santos, Novus Real Estate, to Red Dirt Realty & Land
 Tanner Dean, Clear Rock Realty, to Real Broker, LLC
 Morgan Roper, Clear Rock Realty, to Real Broker, LLC
 Anna Peters, eXp Realty LLC, to Home Grown Real Estate Co.
 Dre Villegas, eXp Realty LLC, to The Real Estate Brokerage
 Tonya Cozart, Keller Williams Realty, to Southern Magnolia Real Estate

MISCELLANEOUS CHANGES

West Texas Roots Realty name changed to Home Grown Real Estate Co.
 Evan Brake, Bray Real Estate Group, change to non-MLS member
 Katelyn Richardson, Clear Rock Realty, name changed to Katelyn Koonce
 Aaron Hart reinstated with Coldwell Banker Trusted Advisors

CANCELLATIONS

Candace Hiler, South Plains Homes
 Jesse Beversdorf, Magnolia Road Realty
 Jacob Burgos, LPT Realty, LLC
 Kimber Davis, Solid Real Estate Services

Clarissa Lopez, Novus Real Estate
 Kenneth Lavertu, Tri-County Appraisals
 Sharalee Eckert, Rent-LBK Managed by BOLDst
 Cristina Castillo, Aycock Realty Group, LLC
 Morgan Guffey, Steadfast Realty, LLC
 Edie West, Real Broker, LLC
 Amber Riley, Steadfast Realty, LLC
 Kiriti Suvedi, Texas Premier Realty
 Brady Robb, Keller Williams Realty
 Dan Burns, Keller Williams Realty
 Jon Basye, Keller Williams Realty
 Logan Buxton, eXp Realty LLC
 Uche Eboh, AnchorLink Corporation

MLS ONLY

Lilly Ochoa, Tracy Farrow Realty, cancelled
 Alyssa Herrmann, Bray Real Estate Group, cancelled
 Adrian Farris, Keller Williams Realty Amarillo
 Albert Harris, Keller Williams Realty Amarillo, cancelled
 Kayce Chambers, Epique Realty LLC
 Edie West, Real Broker, LLC
 Uche Eboh, AnchorLink Corporation

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

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 Luncheon and 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

Know the 1-4 Family Contract and Avoid Issues

Wednesday, February 11
1 p.m. to 4 p.m.
Click [HERE](#) to register

TREC Legal Update 1

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

TREC Legal Update 2

Thursday, February 12
1 p.m. to 5 p.m.
Click [HERE](#) to register

TREC Broker Responsibility

Friday, February 13
9 a.m. to 4 p.m.
Click [HERE](#) to register

GRI - Business Skills

March 2-5
8:30 a.m. to 5 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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GRADUATE,
REALTOR
INSTITUTE



GRI: BUSINESS SKILLS

March 2-5

8:30 a.m. to 5 p.m.

Instructor: Reba Saxon

GRI: Business Skills is a required course for REALTORS® to become eligible to obtain the distinguished GRI designation. It covers:

- services provided to sellers
- services provided to buyers
- technology
- environment/green building

Participants earn 30 hours of core credit toward the required Salesperson Apprenticeship Education (SAE) or broker's license. Alternatively, each GRI course counts for 10 hours of Continuing Education (CE) credit.



You're

INVITED

DECEMBER LUNCHEON AND ANNUAL MEMBERSHIP MEETING

Sponsored by:



Thursday, December 18

11:30 a.m. to 1 p.m.

LAR Event Center

6514 70th Street



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 Lubbock Association of REALTORS®

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 Lubbock Association of REALTORS®



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