

NEWSLETTER



the President's Message

January 2026

Happy New Year! My name is Colby Norris, and I have the honor of serving as your 2026 President of the Lubbock Association of REALTORS®! I have the privilege of serving with your incredible 2026 Executive Leadership team which includes: Andrea Sturdivant, Immediate Past President, Tracy Thomason, President Elect, Bambi Temple, Secretary/Treasurer, Jeremy Steen, Director-at-large, and Cade Fowler, Association Executive.

Our focus will remain clear. We will continue to serve the REALTOR® profession, protect private property rights and promote the professional marketing of real estate. We are ready to serve our membership and the community in the upcoming year!

2026 is a monumental year for the Lubbock Association of REALTORS® as it marks our 100th year of serving our members! Our past leaders have built a strong legacy that is truly impressive. We have a Centennial Task Force that is working hard on celebrating this milestone. There will be more details on that in the coming months, so be on the lookout. You won't want to miss out!

As we embark on a new chapter, we have a fresh slate and a brand-new set of opportunities. I hope you have had time to reflect on what you want you to achieve in the upcoming year. Whether personal or professional, this is a perfect time to draw a line in the sand and make a conscious choice to take the necessary steps toward obtaining your goals.

Your Leadership Team is ready to take on the New Year and the new challenges ahead! Wishing you all the best in 2026!

Sincerely,

Colby Norris
2026 LAR President

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In 2026, the Lubbock Association of REALTORS® will be

celebrating

100
YEARS

More information about festivities
this year to follow.



2025 REALTOR® of the Year
Michael Hutton



2025 Pinnacle Award
Jacky Howard



2025 Winn Sikes Distinguished
Service Award
Cade Fowler

Congratulations!

2026 CYBERSECURITY PRIORITY: WHY BACKUPS COME FIRST

In real estate, we focus on curb appeal and closing dates. But in 2026, our digital "curb appeal" depends on how we protect client data. While passwords and firewalls are your front line, backups are your last line of defense. When prevention fails, your backup is the only thing that saves the deal.

1. Prevention vs. Recovery: The Reality Check

Defense has limits: Firewalls can be breached and passwords stolen. Security tools focus on prevention, but backups focus on recovery.

Statistical certainty: It is no longer a matter of "if," but "when." Whether it's a hardware failure, a lost phone at a showing or a ransomware attack, a backup turns a disaster into a minor speed bump.

2. The Modern Threat Landscape

Ransomware is Smarter: Current ransomware specifically targets network-connected drives first. If your backup is just an "extra folder" on your desktop, it's not a backup—it's a target.

Everyday Risks: Data loss isn't always a "hacker." It's often accidental deletions, failed software updates, or a spilled coffee during a contract signing.

3. The "3-2-1" Gold Standard

To meet 2026 industry standards for data resilience, every REALTOR® should follow the 3-2-1 rule:

3 Copies: Keep at least three copies of your data (the original + two backups).

2 Media Types: Use two different storage formats (e.g., one secure Cloud provider and one physical encrypted Drive).

1 Offsite/Offline: Keep at least one copy entirely offsite or "air-gapped" (disconnected from your network) so malware cannot reach it.

4. Don't Assume—Audit and Test

The "Test Restore": A backup is only as good as your ability to use it. Once a month, try to "restore" a single file from your backup to a different device. If you can't, your backup isn't working.

Check Your Limits: Cloud storage fills up. Permission settings change. Don't wait for a crash to realize your sync stopped three months ago.

Start the Year with an Audit: Review what is being backed up today. Are your CRM contacts, transaction folders, and email archives all included?

REALTOR®
ACTION
ITEM:
The 15-Minute
Review

Audit what's being backed up, where it's stored, and how quickly you could recover if needed. If the answer to any of those is 'I'm not sure,' fix it now—not after something breaks.



×

Invest in TREPAC

[CLICK HERE](#)

THE TREPAC INVESTMENT YEAR
IS OCTOBER 1 - SEPTEMBER 30

#trepacpuplesolution ×



RPAC HALL OF FAME

DONNA SUE CLEMENTS	TONY LLOYD
JEF CONN	LISA PEARCE
VANESSA DIRKS	WINN SIKES
RICH EBERHARDT	TERESA SMITH
CADE FOWLER	DAN WILLIAMS

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.



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.

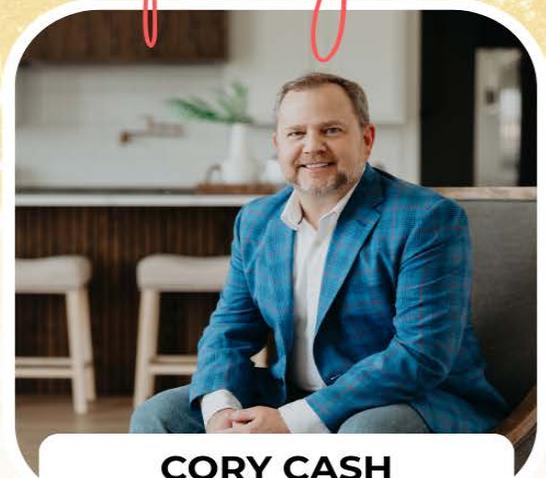
TREPAC PARTICIPATION CLUB MEMBER

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



MAJOR INVESTOR

Spotlight



CORY CASH
MAJOR INVESTOR

My decision to become a TREPAC Major Investor comes from seeing how effective advocacy protects Texas homeowners and the future of real estate.

REALTOR® Day at the Capitol showed me how our representatives work directly with lawmakers to support policies that defend property rights and strengthen homeownership.

Through TREPAC, REALTORS® have a meaningful way to support legislation that serves our clients, our communities, and the long-term health of Texas real estate.



RUNNING A CMA WITH CONFIDENCE

Running a comparable market analysis (CMA) is about more than just getting a number. It's about understanding the market, supporting your pricing strategy, and being able to explain why a home is priced the way it is. Whether you're preparing for a listing appointment, checking the market for a client, or just validating your instincts, a strong CMA helps you lead the conversation with data.

Flexmls gives you multiple ways to approach a CMA, depending on how much time you have and how detailed you need to be. From quick market snapshots to fully customized reports, knowing which tools to use can make the CMA process faster and more effective.

If you're looking to sharpen your CMA skills or explore features you may not be using yet, these Flexmls recorded trainings are a great place to start:

- 1 Click Comparables - Learn how to quickly find listings similar to your subject property by using a radius search.
- Learn to Run a CMA in 3 Minutes – Find out how to build a fast, efficient CMA when you need quick insights.
- Flexmls Fundamentals - The Full CMA – Learn the process for creating a complete, detailed CMA in Flexmls with this step-by-step walkthrough.
- CMA - Automatic Adjustments and Customizations – Discover how to automate adjustments and customize your CMA workflow for greater consistency.

Listing Requirements



87%

LISTING ENTRY PROGRESS INDICATORS

Available Now

To help streamline your workflow and make listing entry in Flexmls even more intuitive, FBS has rolled out new tools that make it easier to see your progress as you work to complete a listing.

Flexmls now has:

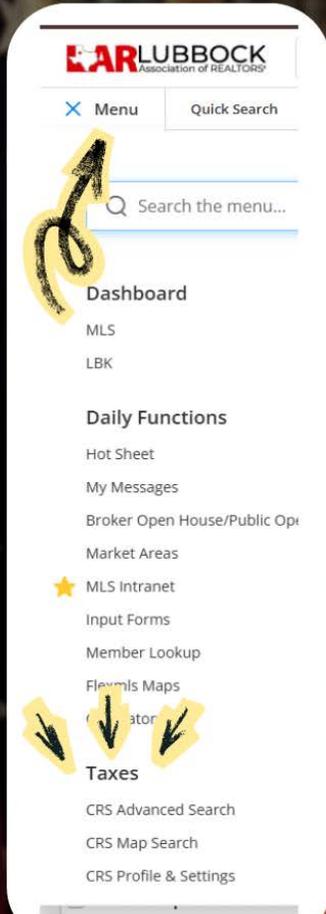
- A progress bar that displays the percentage of required fields completed.
- Required field counters that count down in real-time all remaining required fields that still need to be completed. Once a property section has been completed, it displays a green checkmark.

These progress indicators make it easy to see what's left to complete, both at a glance and in detail, so you can create and publish listings more quickly.

[Explore New Progress Indicators](#)

MLS BENEFIT Spotlight

CRS (Courthouse Retrieval System)



CRS (Courthouse Retrieval System) provides REALTORS® with statewide property records in one easy-to-use platform—eliminating the need to search individual county websites. While the data is sourced from county appraisal districts, CRS standardizes the layout across all counties and adds valuable tools like historical ownership records, links to LAR MLS listings, school information, and subdivision details.

Agents can use CRS for CMAs, prospecting, mailing labels, market analysis, and under the Facts & Figures section find area demographics, sales trends, and general statistical information for both residential and commercial properties. CRS is provided at no extra charge with your quarterly MLS dues.



CRS is a must know. Robust in data, CMA assistance, Map features, print labels, prospect and search for absent owners. Has a link to the FEMA panel, and LCAD website. You can create a simple search or more in depth.

- **Jacky Howard, jHoward Realty Inc.**



CRS is one of my favorite tools we provide. It was particularly useful today when I was able to pull a list of owner occupied units in Timber Ridge condos to give to a lender to show the ratio of owner occupied units.

- **MLS Committee Member Tracy Thomason, Exit Realty of Lubbock**

MEMBERSHIP STATS

LAR Membership Counts as of December 31, 2025.

There was a 2.5% percent decrease from December 2024.

1,654 Total members
204 Designated REALTORS®
1,391 REALTORS®
22 REALTORS® Emeritus
37 Appraisers

114 MLS only Designated REALTORS®
104 MLS only REALTORS
32 MLS only Appraisers

REALTOR® MEMBER APPLICATIONS

Jessica Cano, West Sage, REALTORS®
Destiny Carrillo, Keller Williams Realty
Brooke Linnenkugel, Southern Magnolia Real Estate
Jennifer Branson, eXp Realty LLC
Stuart Chinworth, Keller Williams Realty

TRANSFERS

Kelsey Watts, Reside Real Estate Co., to Redondo 5 Realty
Juliana Robertson, Southern Magnolia Real Estate, to The WestMark Companies
J'Lynn Mounce, eXp Realty LLC, to Aycok Realty Group, LLC
Shannon Hansen, eXp Realty LLC, to Home Grown Real Estate Co.
John Thomasson, Progressive Properties, to Keller Williams Realty
Roma Arp, Real Estate Just For You, LLC, to Reside Real Estate Co.
Johnathan Adkins, Panhandle Realty Group, to Clear Rock Realty
Anna Purdue, Steadfast Realty, LLC, to Lubbock Real Estate Company
Brantlee Sells, Milestone Realty Group, to Clear Rock Realty
Killian Le, Reside Real Estate Co., to Keller Williams Realty
Madison Seymore, McQueen Company, REALTORS, to Keller Williams Realty
Gary Owen, Coldwell Banker Trusted Advisors, to Real Broker, LLC
Trudi Owen, Coldwell Banker Trusted Advisors, to Real Broker, LLC
Madison Teague, Modern Day Living RE LLC, to The 32:18 Management Group
Sheree Early, Exit Realty of Lubbock, to Coldwell Banker Trusted Advisors
Alyssa Bruce, Bray Real Estate Group, to Providence Realty
Larry Boggs, Lubbock Select Realty, to Keller Williams Realty

Carl Tepper, Exit Realty of Lubbock, to Wise Cardinal Realty

DESIGNATED REALTORS®

Chelsea McCutcheon, Lubbock Real Estate Company

MISCELLANEOUS CHANGES

John Owens reinstated with John Owens, Broker
Yves Emendack reinstated with West Texas, REALTORS

CANCELLATIONS

Dani Sartini, Exit Realty of Lubbock
Jimena Gonzalez, Reside Real Estate Co.
Becky Johnson, Lubbock Homestead Realty Group
Micko Daniels, Our Texas Real Estate Group
Michelle Smith, Our Texas Real Estate Group
Sandra Kiser, Exit Realty of Lubbock
Jimmy Temple, simpliHOM
Apryll Van Pelt, Van Pelt Real Estate
Evan Brake, Bray Real Estate Group
Bill Kiser, Exit Realty of Lubbock
Peggy Cooper, Our Texas Real Estate Group
Jimmy Lynn, Aycok Realty Group, LLC
Meghan Mendoza, Exit Realty of Lubbock
Dylan Bennett, Brick & Loft Realty
Erika Medina, Keller Williams Realty
Gerald Miller Coldwell Banker Trusted Advisors
Howard Halford, Century 21 Kearney & Associates
Jana Wuthrich, The WestMark Companies
Brennen May, eXp Realty LLC
Christi Salyer, Keller Williams Realty

Vanesa Hyde, Exit Realty of Lubbock
Levi Savage, Exit Realty of Lubbock
Melissa Miller, Paxton Real Estate
Jakob Vines, Reside Real Estate Co.
Adrian Nunez, simpliHOM
Grant Roehm, Keller Williams Realty
Kyle Rawls, Keller Williams Realty
Bobby Hooten, The WestMark Companies
Bianca Saenz, Exit Realty of Lubbock
Keeley Park, Exit Realty of Lubbock
Della Gunn, DMG Services, Inc.
Micah Lust, Keller Williams Realty
Joshua Snellgrove, Keller Williams Realty
Traci Murphy, Aycok Realty Group, LLC
Brandon Suniga, Reside Real Estate Co.
Lizzett Vargas, Reside Real Estate Co.
Emma Hilaman, ALL Real Estate, LLC
Debbie Kirby, Century 21 Kearney & Associates
Sarah Kanagaratnam, eXp Realty LLC
Casey Irvin, Condor Property Group
Tess Bruffey, Lubbock Select Realty
Amanda Vick, Lubbock Select Realty
Elizabeth Welch, Exit Realty of Lubbock
Joseph Walker, Clear Rock Realty
Trent Clark, Fieldhouse Realty Group Partners, LLC
Scott Locklear, Fieldhouse Realty Group Partners, LLC
Crystal Lewis, Paxton Real Estate

MLS ONLY

Apryll Van Pelt, Van Pelt Real Estate
Billy Medlock, Crew Real Estate LLC, cancelled
Valerie Whitehill, Crew Real Estate LLC, cancelled
Virginia Mares, Fathom Realty
Chris Marti, Marti Realty Group
Vanessa Nunez, simpliHOM, cancelled
Kay Evans, simpliHOM, cancelled
Hanna Trimber, Carla Trimber Realty Partners, cancelled
Carla Blair, Carla Trimber Realty Partners, cancelled
Lorinna Gang, eXp Realty LLC, cancelled
Leah Torti, eXp Realty LLC, cancelled

CLASSES & EVENTS

January Membership Luncheon

Thursday, January 22
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

EPA Lead Paint Course

Tuesday, January 27 (Class Full)
Wednesday, January 28
8 a.m. to 4:30 p.m.
Click [HERE](#) to register

Commercial Luncheon

Thursday, January 29
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

New Member Orientation

Tuesday, February 3
8:30 a.m. to 1 p.m.

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/

Need CE credits?

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 **LUBBOCK**
Association of REALTORS®

Offer valid 1/1/26-1/31/26. Visit Terms and Conditions for details.

Upcoming Classes

Know the 1 - 4 Family Contract
and Avoid Issues
Wednesday, February 11
1 p.m. to 4 p.m.

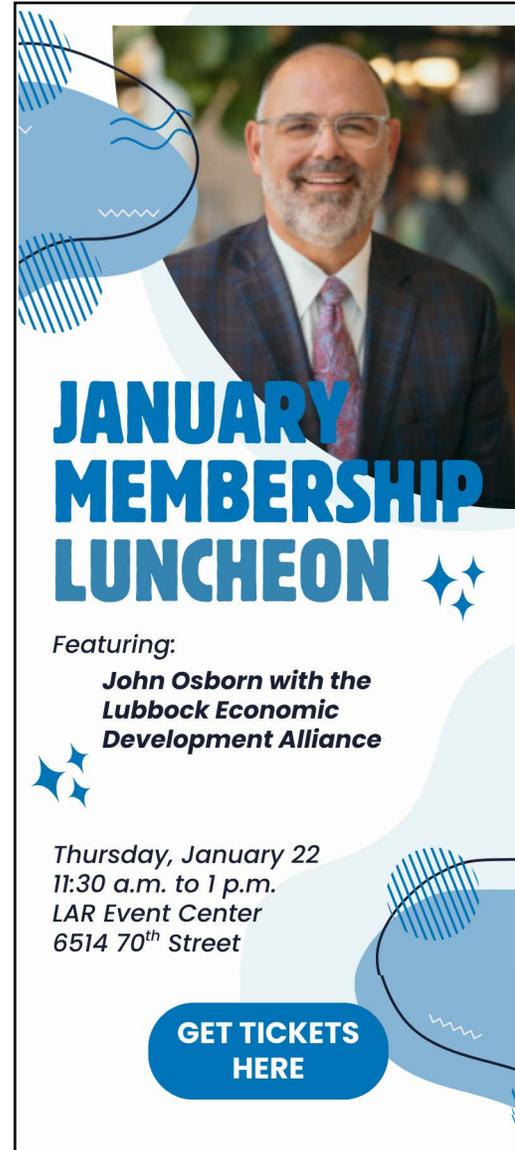
[REGISTER NOW](#)

TREC Legal Update 1 and 2
Thursday, February 12
8:30 a.m. to 12:30 p.m. (Legal 1)
1 p.m. to 5 p.m. (Legal 2)

[REGISTER NOW](#)

TREC Broker Responsibility
Friday, February 13
9 a.m. to 4 p.m.

[REGISTER NOW](#)



**JANUARY
MEMBERSHIP
LUNCHEON** ✨

Featuring:
**John Osborn with the
Lubbock Economic
Development Alliance** ✨

Thursday, January 22
11:30 a.m. to 1 p.m.
LAR Event Center
6514 70th Street

[GET TICKETS
HERE](#)



Register by
February 9 to
receive the
early-bird
discount



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.



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 Lubbock Association of REALTORS®

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 Lubbock Association of REALTORS®



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