

NEWSLETTER



the President's Message

February 2026

Welcome to February! That means Valentines Day is right around the corner! I would like to take a minute to reflect on our membership and the community that we have the honor of serving in Lubbock, TX.

Lubbock is a special place, it's undeniable. But you must experience it to believe it. When you look at it on a map, one might see a smaller city in the middle of nowhere, Texas. A harsh and unforgiving climate that tests the ability to survive. In 1849, Captain Randolph B. Marcy called the Llano Estacado a "Treeless desolate waste of uninhabited solitude, which always has been, and must continue uninhabited forever". Captain Marcy underestimated the resilience of those who would eventually settle in the area and call West Texas home.

That resilience has been passed down from generation to generation and is still evident today. Everyday we wake up to serve and enrich our community. We guide our clients through the largest investments many will make in their lifetime. But we don't stop there! We continue to give back outside the walls of our business. Whether it's donating time to a charitable cause, mentoring or coaching the youth, or supporting a cause financially, our REALTOR® Team is always in action.

I'd like to highlight our very own Secretary/Treasurer, Bambi Temple. Bambi has been a volunteer kids soccer coach for over 11 years. She has served as a role model for hundreds of kids and has led by example. It's that kind of behind-the-scenes effort that touches so many lives in a positive light. I'm sure each one of you has your own way of making an impact and we appreciate all the ways we can make a difference.

I'm excited for the year in front of us and all the opportunities to come. If you'd like to get more involved, please reach out and let us know.

Wishing you all the best,

Colby

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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.





MARCH MATTERS! KNOW BEFORE YOU VOTE!

KNOW YOUR TREPAC SUPPORTED CANDIDATES BEFORE YOU VOTE. THE TEXAS REALTORS SUPPORT SITE IS THE PLACE TO FIND THE TREPAC-SUPPORTED CANDIDATES ON YOUR BALLOT! TREPAC BACKS CANDIDATES WHO PROTECT PRIVATE PROPERTY RIGHTS AND SUPPORT POLICIES THAT ALLOW YOU TO DO YOUR JOB, SERVE YOUR CLIENTS, AND RUN YOUR BUSINESS WITHOUT UNNECESSARY BARRIERS. YOUR VOTE MATTERS IN THE MARCH PRIMARY ELECTION.

TURNOUT WILL BE LOW!

DON'T LET A FEW DECIDE FOR YOU!

**GET OUT THE VOTE AND SUPPORT REAL ESTATE FRIENDLY CANDIDATES!
TELL YOUR CLIENTS, TELL YOUR COLLEAGUES. NOW IS THE TIME TO VOTE!**

TEXAS ELECTION DETAILS:

FEB. 17 EARLY VOTING BEGINS

FEB 27 EARLY VOTING ENDS

MARCH 3 TEXAS PRIMARY ELECTION

SEE ALL TREPAC SUPPORTED CANDIDATES AND DETAILS FOR YOUR DISTRICT:
VISIT WWW.TEXASREALTORSSUPPORT.COM

What has
TREPAC
done for me
lately?



Section 199A Extended

Section 199A of the United States Tax Code was set to expire in 2025. Your TREPAC (and RPAC) advocates hit The Hill and lobbied for an extension to this valuable tax deduction which provides significant tax benefits to REALTORS®, including agents, brokers, and rental property owners. It allows qualifying, pass-through entities and sole proprietors to deduct up to 20% of their Qualified Business Income (QBI).

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



TONY LLOYD
MAJOR INVESTOR,
PRESIDENT'S CLUB AND TEXAS
REALTORS® CHAIR ELECT

I have been a Major Investor from the time I was on local leadership because a little lady named Winn, pointed her finger up at me and told me to! She said if I was going to be on the Board and be a leader in this organization, that I need to set the right example. I then went on to continue to see the true value TREPAC brings to our profession and to our customers. It is like insurance for our profession and for all property owners!

My "Why" is because TREPAC protects the right of home/property ownership for my community, which includes my family, friends, customers, and peers.

Don't Let Hackers
Be Your Valentine:

Protecting Your Identity in Emotional Scams

NO 0123456

FEB 14

Valentine's Day is built on trust, connection, and a little emotional vulnerability. Unfortunately, those same ingredients are exactly what cybercriminals use to run some of today's most successful scams.

Romance scams are no longer just about fake profiles asking for money. They've evolved into identity and account takeover operations, where emotion is the entry point and your digital life is the real target.

How Emotional Scams Really Work

Modern romance scams usually start in familiar places: dating apps, Facebook, Instagram, LinkedIn, even Words With Friends. The profile looks real. The conversation feels natural. The attention feels good. Then the social engineering begins. The scammer builds rapport first. They mirror interests. They share personal stories. They create routines. Once trust is established, the requests begin - sometimes small, sometimes dramatic. But money isn't always the first goal. Many romance scams are designed to steal:

- Login credentials
- Verification codes
- Personal information
- Copies of IDs
- Access to email or social media accounts

Hijacked accounts are used to impersonate victims, reset bank passwords, apply for loans, scam friends, or spread malware. By the time money is involved, the digital damage is often already done. This is why romance scams are increasingly classified as identity theft pipelines, not just confidence tricks.

Common Identity - Theft Tactics in Romance Scams

Emotional scammers often use situations that sound reasonable:

"I tried to log into my account and they sent the code to your number by mistake."

"My camera is broken, but here's my ID so you know I'm real."

"Can you hold this document/passport/money for me?"

"Can you manage this crypto wallet or investment account for me?"

"Can I use your email to recover my account?"

Each of these can hand over enough information to compromise your accounts, impersonate you, or bypass security controls.

Once attackers control an email account, they can reset nearly everything else. At that point, it's not a romance scam anymore. It's an infrastructure breach.

Why These Scams Are So Effective?

Add AI-generated photos, voice cloning, and convincing video filters, and these scams are only getting harder to spot. The attack isn't aimed at your laptop; it's targeting your heart.

Romance scammers exploit psychology, not technology. They create urgency, sympathy, consistency, and emotional obligation. Victims don't comply because they're careless. They comply because humans are wired for trust, reciprocity, and connection.

How to Protect Your Identity This Valentine's Season

You don't need to avoid online relationships, you just need digital boundaries.

1

Keep communication on the original platform. Scammers push to move conversations to private messaging apps quickly because platforms monitor abuse.

2

Never share verification codes - not even once. No legitimate person needs them. Ever.

3

Don't send photos of IDs, documents, or personal records. These are identity-theft gold.

4

Lock down your core accounts. Email, Apple/Google, Facebook, Microsoft, and banking accounts should all use strong unique passwords and multi-factor authentication.

5

Assume any financial or technical emergency could be fake. Urgency is a tool, not a circumstance.

6

Talk to a third party before acting. Scams thrive in isolation. Perspective breaks them.

If you Think You've Been Targeted

- Change your passwords immediately - starting with your email account(s).
- Enable or reset multi-factor authentication.
- Scan devices for malware.
- Report the account on the platform.
- Monitor credit and financial accounts.

And most importantly, don't feel embarrassed. These scams work because they are carefully engineered to work. The cybercriminals have a lot more experience executing these scams than you do defending against them.



KEY SERVICE RULE CHANGES

The Key Service Rules were recently reorganized to help with clarity but there were two significant changes, which are shown below. These changes are effective immediately.

Section II Lockbox Services, #4

- from the authorized individual(s) must include the agent's name for whom they are conducting lockbox business

(This helps us in the situation where an assistant is communicating on behalf of the agent.)

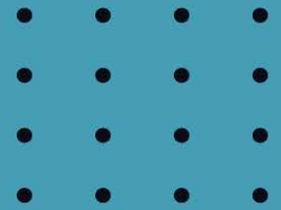
Section II Lockbox Services, #6

- Extended lease lockboxes remain valid while the agent maintains membership and must be returned upon membership cancellation.
- If returned in error, the agent must reclaim the box by the **end of the current month**, or it will return to circulation with depreciated credit applied.

Section II Lockbox Services, #5

- Lockboxes must be returned within 10 calendar days of a listing closing, expiring, or terminating.
- Failure to comply, results in a \$100 fine. Should the fine not be paid within one (1) business day of the assessment,
 - a penalty of \$50 per day up to five (5) calendar days will be assessed,
 - the key holder's membership will be suspended until the fines and penalties are paid and
 - a \$50 reinstatement fee will be assessed

New changes to the Key Service rules are indicated in yellow




Important MLS Rules Changes

Minor updates were made to the MLS Rules to include updates to terminology and convert most of rule 9.1a into a table to improve clarity regarding fines.

Violation	Fine	Time to Correct/Submit	Consequences	Warning Email
Missing Exterior Photo	\$100	Submit within 168 hours	Fine; Listing can be deleted; MLS suspension if unpaid	24 hrs prior to enforcement of fine
Incorrect Data; Unauthorized Extension/Renewal	\$100	Correct within 72 hours	Fine; Listing can be deleted; MLS suspension if unpaid	24 hrs prior to enforcement of fine
Late Listing Entry	\$100	Submit within 72 hours	Fine	24 hrs prior to enforcement of fine
Late Pending	\$100	Submit within 24 hours	Fine	24 hrs prior to enforcement of fine
Late Active with Contingency	\$100	Submit within 24 hours	Fine	24 hrs prior to enforcement of fine
Late Closed (includes Projected Closing Date)	\$100	Submit within 120 hours after Closed/Funded/Executed Lease	Fine	24 hrs prior to enforcement of fine

The following was also added to Section 9.1a:

All timeline requirements for Residential Lease listings with the exception of marking a listing Closed do not apply. When a violation occurs and a fine is issued an additional penalty will be generated at \$50 per day for a total of five (5) days, then MLS access may be inactivated on the morning of the sixth (6th) day if the violation is not corrected. No notice for late fees will be given.



MAKE FLEXMLS WORK FOR YOU WITH A CUSTOM DASHBOARD

Did you know you can customize your Flexmls dashboard with gadgets that keep your most-used tools and info front and center? Add gadgets like Hot Sheet, My Listings, Saved Searches, and Messages so you can spend less time clicking and more time focusing on your work.

Customizing your dashboard allows you to:

- **Save time every day: Put your most-used tools and updates right in front of you so you don't have to click through multiple menus.**
- **Stay organized and on top of activity: Add gadgets that help you monitor listings, client communication, hot sheet activity, and more, so that nothing slips through the cracks.**
- **Build a dashboard around your workflow: Whether you're working with buyers or sellers, you can create multiple dashboards that fit your priorities and the way you run your business.**



Check out the video to learn more

[BIT.LY/3NFK5GM](https://bit.ly/3NFK5GM)



MLS BENEFIT Spotlight

CubiCasa

CubiCasa is an app that allows agents to create professional, accurate floor plans simply by scanning a property with their phone—no measuring, special equipment, or technical skills required. The basic version is free and helps listings stand out with buyers, improve online engagement, and build trust by clearly showing a home's layout. Paid upgrades are available for faster turnaround times or for appraisers who need more detailed, measurement-specific information.



I use CubiCasa with my measurement services because it's a great value-add and complements the listing well. It does an excellent job showing the home's layout and flow, but I'd caution against relying on its GLA/square footage report without verification. I've seen it come in accurately, but I've also seen it both high and low. Overall, it's a strong tool for floor plans and marketing, but it isn't quite ready to replace physically measuring a property.

- **MLS Committee Member Eric Geiser, Lubbock Select Realty**



Every buyer wants a floor plan...so I make them for buyers after we're under contract and I make them for sellers so that they are already providing that to potential buyers. Everyone I give one to is amazed and think that it must have taken me hours.

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

MEMBERSHIP STATS

LAR Membership Counts as of January 31, 2026.

There was a 3.7% percent decrease from January 2025.

1,618	Total members	112	MLS only Designated REALTORS®
202	Designated REALTORS®	102	MLS only REALTORS
1,359	REALTORS®	32	MLS only Appraisers
21	REALTORS® Emeritus		
36	Appraisers		

REALTOR® MEMBER APPLICATIONS

Brett Wiggins, Better Homes and Gardens Blu Realty
 Alejandro Galvan, Keller Williams Realty
 Zane Thompson, Coldwell Banker Trusted Advisors
 Christa Cardoza, Platinum West Realty
 Heather Waller, BK Real Estate
 Terrence Pratt, Modern Day Living RE LLC
 Breken Ramos, Keller Williams Realty
 Rosie Garcia, Location Rentals

Marie Garcia, Tapp Realty Group, eXp Realty, to MoVaDe Realty
 Thanasi Georgopoulos, Exit Realty of Lubbock, to Aycock Realty Group, LLC
 Amy Baugh, Berkshire Hathaway HomeServices Premier Properties, to Michelle Kauffman Real Estate
 Karisa Langley, Keller Williams Realty, to eXp Realty LLC
 Katie Billingsley, Reside Real Estate Co., to Fairway Commercial Advisors
 Sheryl Akin, Century 21 Kearney & Associates, to Home Grown Real Estate Co.
 Lesli Spears, Williams & Company Real Estate, to Home Grown Real Estate Co.
 Kaci Bearden, Keller Williams Realty, to Home Grown Real Estate Co.

Citlaly Favela, Keller Williams Realty
 Nikolus Linnenkugel, Keller Williams Realty
 Tye Schluter, Taylor Reid Realty
 Legacy Second Chance Mortgage
 Nya Dutkowsky, Renewed Realty
 Don Enger, Coldwell Banker Trusted Advisors
 Stephen Eubanks, Prime Home Real Estate LLC
 Megan Gregory, Location Rentals
 Edward Garcia-Sotelo, Clear Rock Realty
 Jonathan Gaona, Our Texas Real Estate Group
 Becky Harvey, Berkshire Hathaway HomeServices Premier Properties
 Holly Northcutt, Keller Williams Realty
 Calista Powers, Keller Williams Realty
 Amy Cook, Exit Realty of Lubbock
 David Kunselman, Exit Realty of Lubbock
 Erin Roundtree, Exit Realty of Lubbock
 John Ashe, John Ashe, Broker, deceased
 Connie Vasquez, Keller Williams Realty
 Tye Fortenberry, Keller Williams Realty
 Cash Black, Coldwell Banker Trusted Advisors
 Chaundrea Rhodes, Our Texas Real Estate Group
 Laura Butcher, Our Texas Real Estate Group
 Zack Campbell, Our Texas Real Estate Group
 Vivian Arteaga, Wright Realty and Design
 Michaela Jackson, Location Rentals
 Wayne Backus, Location Rentals

DESIGNATED REALTORS®

Smith McLelland, Fairway Commercial Advisors

MISCELLANEOUS CHANGES

eXp Realty LLC branch office established - Tapp Realty Group, eXp Realty LLC
 Linda Ferguson, The WestMark Companies, change to non-MLS member
 Winn Sikes, Winnland, REALTORS, change to non-MLS member
 Raider Realty name change to RaiderX

NEW AFFILIATES

Matthew Elisan, Roofs by Nicholas of Lubbock

TRANSFERS

Matt Hampton, Clear Rock Realty, to Aycock Realty Group, LLC
 Michael McFadden, Aycock Realty Group, LLC, to Realty Refined
 Isaiah Gonzales, Brick & Loft Realty, to NextHome CORE Realty
 Jaime Perez, Clear Rock Realty, to Tapp Realty Group, eXp Realty LLC
 Ashlei Fernandez, Reside Real Estate Co., to Better Homes and Gardens Blu Realty
 Brandi Fennell, Steadfast Realty, LLC, to Lubbock Real Estate Company
 Ashton Coleman, Clear Rock Realty, to Real Broker, LLC

CANCELLATIONS

Daniel Beggs, Exit Realty of Lubbock
 Bailey Palmer, Exit Realty of Lubbock
 Zachary Howell, ALL Real Estate, LLC
 Christopher Salinas, Grand Slam Real Estate Group
 Angela Bachmann, Aycock Realty Group, LLC
 Rob Campbell, WTX Realty Group
 Teresa Smith, Realty Refined
 Brandon Napper, Aycock Realty Group, LLC
 Kimberly Bush, Aycock Realty Group, LLC
 Lynn Miller, Aycock Realty Group, LLC
 Janie Coggins, Aycock Realty Group, LLC

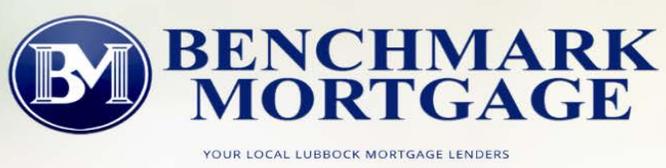
MLS ONLY

Brian Brugman, Lyons Realty, cancelled
 Micah Hain, Homestead Realty, cancelled
 Cory Simoes, eXp Realty LLC, cancelled
 Derek Manasco, Real Broker, LLC
 Dale Lookabaugh, The Bill Lanier Team
 Angie Scott, Keller Williams Realty Amarillo
 Kim Greenfield, Ekdahl-Nelson Real Estate, cancelled

John Ek Dahl, Ek Dahl-Nelson Real Estate, cancelled
 Logan Ford, Hire Purpose Real Estate
 Carrie Daniels, Keller Williams Realty Midland
 Tiffani Mason, Street Real Estate
 Angie Scott, Keller Williams Realty Ama-

rillo
 Lindsey McDowell, Compass RE Texas, LLC
 Karissa Herman, K Realty LLC
 Angielina Arriola, Rogers Healy and Associates, cancelled
 Kelsi Swain, Real Broker, LLC

Rachel Loafman, Van Pelt Real Estate, to Wright Realty and Design
 Mike Gottilla, G1440 Realty, Inc.
 Jacobe Kendrick, eXp Realty LLC, cancelled
 Aubrey Von Behren, eXp Realty LLC
 Erin Salisbury, Albert Realty, LLC



PLATINUM BUSINESS PARTNERS



CLASSES & EVENTS

New Member Orientation

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

New Year, New Laws: An Update on New Forms for 2026

Thursday, February 5
9:30 a.m. to 10:30 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

Commercial Luncheon

Thursday, February 12
11:30 a.m. to 1 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

Taxes and the One Big, Beautiful Bill

Tuesday, February 17
11:45 a.m. to 1 p.m.
Click [HERE](#) to register

February Membership Luncheon

Thursday, February 19
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

Flexmls: Becoming a Power User

Wednesday, February 25
10 a.m. to Noon
Click [HERE](#) to register

GRI - Business Skills

March 2-5
8:30 a.m. to 5 p.m.
Click [HERE](#) to register

Need CE credits?

USE LAR'S APPROVED ONLINE COURSE PROVIDER

 **The CE Shop**
INNOVATING CAREER EDUCATION

LEARN MORE  LUBBOCKREALTORS.THECESHOP.COM/



 **The CE Shop™**

SAVE 35%
on skill-building continuing education.

Promo Code
STRONG

 A Century of Service to Lubbock
1926 - 2026

Offer valid 2/1/26 - 2/28/26.
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



FEBRUARY

MEMBERSHIP

LUNCHEON

FEATURING: **ANDY BEAN AND THE 2026 LUBBOCK LAND REPORT**

THURSDAY, FEBRUARY 19
11:30 A.M. TO 1 P.M.
LAR EVENT CENTER
6514 70TH STREET

GET TICKETS HERE

 100 LAR LUBBOCK A Century of Service to Lubbock 1926 - 2026

 Spirit MORTGAGE



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®



100 A Century of Service to Lubbock
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