

NEWSLETTER

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



the President's Message

March 2026

It's definitely March, but it doesn't have to be pure "Madness" in your business!

March has officially arrived, which means brackets are busted, buzzers are beaten, and productivity across the country takes a beating. My "extensive" Google research suggests that our National GDP takes a twenty billion dollar hit during the tournament thanks to office pools, mid-day tipoffs, and busted bracket beverages. It's funny how everyone has to rush back to the office to write-up a contract moments before the first-round tip off... Coincidence?

The good news? While the national numbers may slide, your personal production doesn't have to.

For REALTORS®, March also marks the unofficial tipoff to the busiest time of the year. Listings pick up, buyers get serious, and calendars start filling up faster than the Sweet Sixteen bracket! The key to winning this season isn't working more hours, it's working smarter hours.

A few clutch suggestions for remaining calm-in-the-chaos:

- Control what you can. You can't stop the Madness, but you can schedule your time to make sure your critical tasks are complete. Block off enough time to complete critical tasks.
- Prep now to protect later. Get your systems, templates, and follow up reminders dialed-in before spring really hits.
- Breathe! Seriously. A calm agent is a confident agent, and confidence converts. It's like the famous philosopher Dwayne Michael Carter, Jr. once wrote "Confidence is a stain they can't wipe off".

Now for an unpopular opinion... Saying "no" isn't rude, it's strategic. Not every meeting needs to be attended. Not every request needs an immediate response. Prioritizing your time, guarding your schedule, and focusing on high-impact activities (Like the TREPAC March Madness event) is not selfish, it's necessary if you want consistent results.

So enjoy the brackets, cheer for the Cinderella stories, and WRECK 'EM Tech! Just remember, championships aren't won by distraction. They're won by preparation, focus, and knowing when to pass on the extra noise.

All the best,

Colby

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Invest in
TREPAC

[CLICK HERE](#)

THE TREPAC INVESTMENT YEAR
IS OCTOBER 1 - SEPTEMBER 30

#trepacpuresolution

What has
TREPAC
done for me
lately?



Condo Sales - Fewer Surprises, Fewer Delays

At the state level, TREPAC got behind Texas Senate Bill 711 to improve the condominium sale experience for both agents and their clients by:

- Requiring condo governing documents to be available on public facing websites
- Requiring management contact info and fees to be filed with TREC for public access
- Capping resale certificate fees at \$375

These changes will relieve stress on you and your clients by making your next condominium transaction go much smoother than your last one.



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



COBY CRUMP
MAJOR INVESTOR

I invest in TREPAC to protect MY business and my future as a trusted real estate professional. I believe TREPAC stands for the rights of Texas home owners. Without TREPAC behind us, we are one against the many, but with TREPAC, we stand united for positive representation and affirmative action. Life is Good!

100 A Century of Service to Lubbock
1926 - 2026



MADNESS

MONDAY, MARCH 16 | 6 P.M. TO 8 P.M.

AT



Fill out your bracket and enjoy some craft beer with trivia thrown in!

\$50 TREPAC Investment*
*INVESTMENT INCLUDES 2 BEER TICKETS AND HEAVY HORS D'OEUVRES

 **REGISTER NOW**



Or at
bit.ly/2603MM

RENTAL SCAMS ARE REAL TROUBLE



With rents high and inventory tight, fraudsters smell opportunity and are doubling down on rental scams that target renters and property owners alike. Scammers frequently clone legitimate rental ads or reach out to property owners out of the blue, posing as interested tenants – only to send bogus checks or use stolen listings to collect deposits and vanish.

In 2024, thousands of Americans reported losses from rental-related scams to the FBI’s Internet Crime Complaint Center (IC3) totaling well over \$170 million. And that’s just the tip of the iceberg because many scams go unreported.

At the core, these schemes are a form of “advance-fee fraud” where the perpetrator gets the victim to send them money first, then disappears. They might be offering a fake apartment, hijacking a legitimate listing with their own contact details, or posing as an out-of-town landlord who suddenly “can’t meet in person” but says the keys will be delivered after the victim wires the funds.



HOW THESE SCAMS TYPICALLY PLAY OUT

- Scammer copies photos or details from a real listing and reposts it with their own contact info
- Someone reaches out, negotiations seem normal, and then the scammer sends a counterfeit check or cashiers’ check. The amount is often more than the agreed amount and they ask you to wire back the difference. You discover the check is fake only after the bank holds you responsible.
- They pose as the landlord and “refuse to meet in person,” asking for non-traceable funds (wires, gift cards, Zelle/Venmo, cryptocurrency) before you’ve even seen the property



RED FLAGS CLIENTS SHOULD KNOW & YOU SHOULD WATCH FOR

If a prospective tenant or landlord encounters any of these, it should set off alarm bells loud enough to rattle the whole office!



- Requests to pay before a property tour or signed lease – especially via wire transfer or app
- Rent that's way below market value with pressure to act fast
- Inconsistent contact info: a Gmail/Hotmail address when the real property owner or agent should have official business contact
- Offers to mail keys after payment because the "landlord" is out of town
- Overpayments followed by requests to refund the excess

HOW AGENTS CAN SAFEGUARD THEIR BUSINESS AND CLIENTS

You're the trusted intermediary – which means you can be the difference between a smooth transaction and a client losing money.

- **Verify identities and ownership** - Use public records and licensing databases to confirm that the person claiming to own or manage the property actually does – before you list it or advise a client to pay anything
- **Educate clients early** - Before the hunt for a rental property begins, walk your clients through the common scam tactics and tell them to never send funds before seeing a place and signing a lease
- **Avoid red-flag payment methods** - Encourage payments through traceable, conventional means (credit card, check) and steer clear of cash-only or hard-to-reverse transactions
- **Document everything** - From email trails to formal agreements, a solid paper record helps protect you and your clients if something goes sideways
- **Use reputable listing platforms** - Scammers thrive on anonymity – the more your listings are verified and professional (for example, putting the listing into the MLS), the less room there is for bad actors to insert themselves



IF YOU (OR A CLIENT) ARE SCAMMED



- Act fast!
- Contact the bank immediately
- Report the incident to the FBI's IC3 (<https://www.ic3.gov/>)
- Advise clients to monitor their credit.



The Flexmls® App for Homebuyers

Connecting Homebuyers to their Agent and the Market

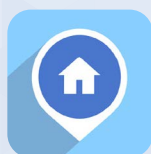
The Flexmls App for Homebuyers enables on-the-go communication between client and agent plus access to the most accurate, real-time data. And when clients use the Flexmls for Homebuyers app, their agent gains insight that fosters more timely and targeted collaboration.

Clients Gain a Powerful, Mobile Home Search Companion:

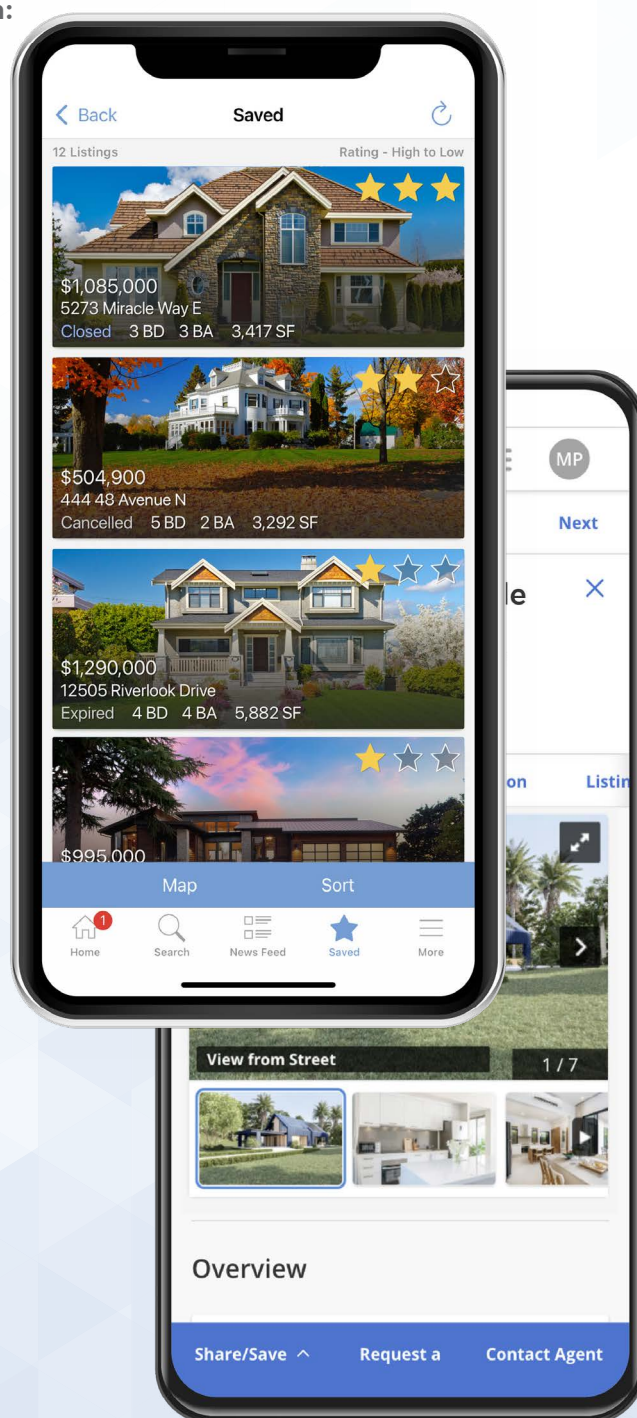
- The freshest, most timely listing data directly from the MLS.
- Consistent interface that mimics the desktop experience.
- Create a search based on current location or filter fields.
- Hide listings or save and rank favorites and see most recent matches. Easily access saved searches created by an agent.
- Clients can subscribe to email alerts for their search criteria and get push notifications on listings that match.
- View listings with big, vibrant, pixel-perfect photos, floor plans, videos and 3D tours.

Agents Gain a Powerful Relationship-Building, Marketing, and Business Tool:

- Client login available by agent invitation.
- App experience is branded to the agent.
- View client favorites to deliver a more targeted service.
- Recommend listings and set up searches for clients.
- Direct messaging with clients on all platforms.



Available to your clients on Android and iOS.





JOHN WALTON
EDUCATIONAL
FOUNDATION

2026

SCHOLARSHIP APPLICATIONS

Applications are being accepted for the 2026 John Walton Education Foundation Scholarships. The deadline to apply is April 12.

LUBBOCKREALTORS.COM/SCHOLARSHIPS

MEMBERSHIP STATS

LAR Membership Counts as of February 28, 2026.

There was a 2.5% percent decrease from February 2025.

1,625 Total members
203 Designated REALTORS®
1,366 REALTORS®
21 REALTORS® Emeritus
35 Appraisers

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

REALTOR® MEMBER APPLICATIONS

Summer Aubrey, Tapp Realty Group, eXp Realty LLC
Cami Stroud, Taylor Reid Realty
Kim Gentry, Exit Realty of Lubbock
Forrest Price, Forrest Keller Williams Realty
Kristine Coronado, Keller Williams Realty
Coble Bowes, Keller Williams Realty
Stacy Carter, Better Homes and Gardens Blu Realty
Tanner Brown, Reside Real Estate Co.

Gabby Moralez, The WestMark Companies, to Better Homes and Gardens Blu Realty
Mariah Ramirez, Keller Williams Realty, to Better Homes and Gardens Blu Realty
Sheree Early, Coldwell Banker Trusted Advisors, to Western Heritage Realty & Investments, LLC
Cherie Schnieders, Keller Williams Realty, to Clear Rock Realty
Brooke Linnenkugel, Southern Magnolia Real Estate, to Clear Rock Realty
Kami Barron, Steadfast Realty, to Tapp Realty Group, eXp Realty

Dean Zalawi, eXp Realty LLC
Hunter Smith, Minnix Property Management
Daniel Martinez, Minnix Property Management
HomeTrust Mortgage
Happy State Bank
All-Star Home & Pest Inspection
Grimes Insurance
Cardinal Financial, CO
Fairway Independent Mortgage Garland
West Texas Home Builders Association
Highlands Residential Mortgage
Creative 1st Mortgage
Lend Lubbock
D.R. Horton

DESIGNATED REALTORS®

Jarrett Thornton, Jarrett Thornton
Sara Hays, The Nicholson Agency Real Estate

MISCELLANEOUS CHANGES

Aaron Morris, Scarlet Matador Realty, change to non-MLS member
Wayne Backus, Location Rentals, reinstated
Emily Manning reinstated with eXp Realty LLC
Brandon Napper reinstated with Aycock Realty Group, LLC

MLS ONLY

Joel Cooke, The Sale Team REALTORS, to Keller Williams Realty Midland
Kelsi Swain, Real Broker, LLC, cancelled
Blair Hess, Rocket Homes Real Estate, LLC, cancelled
Steve Roseberry, Keller Williams Realty Allen
D'dee Fowler, Keller Williams Realty Allen
Rogers Healy, Rogers Healy and Associates, cancelled
Chet Polniazek, 1st Texas Realty Services
Kayce Chambers, Epique Realty LLC, cancelled

NEW AFFILIATES

Kathy Pettit, Real Producers Magazine
Jordan Parker, Safe Side Property Inspections
Lacey Lopez, First Texas National Bank
Nathan Whitt, Fat Matt Roofing

CANCELLATIONS

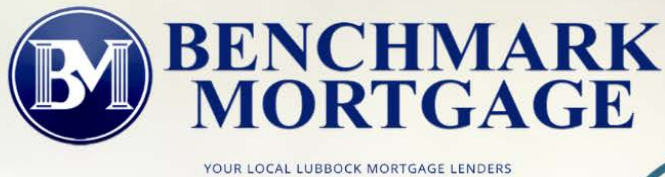
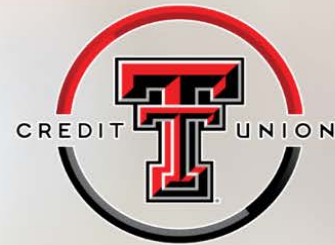
Karen Gomez, Lyons Realty
Deanna Racca, Lyons Realty
Madeleine Faivre, eXp Realty LLC
Emily Manning, eXp Realty LLC
Rendi Webb, klm Real Estate
Marsha Flud, American Homestead Real Estate
Nikki Kreger, ALL Real Estate, LLC
Danny Byers, Danny Byers Appraisals
Autumn Hunt, Coldwell Banker Trusted Advisors
Amanda Cox, Southern Magnolia Real Estate
Patrick Murfee, Murfee & Sons, Inc.
Braelee Salas, BK Real Estate
Shanda Jordan, Reside Real Estate Co.

TRANSFERS

Jennifer Randall, PROP Realty, to Aycock Realty Group, LLC
Jacob Goodner, West Sage, REALTORS, to Thrive Real Estate
Michaela Jackson, Location Rentals, to Thrive Real Estate
Courtney Mills, Epique Realty, to eXp Realty LLC
Trae Smiley, Westar Residential Realty, LLC, to eXp Realty LLC

2026
PRIME BUSINESS PARTNERS

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



PLATINUM BUSINESS PARTNERS



CLASSES & EVENTS

March Membership Luncheon

Thursday, March 12
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

First 100 Days Centennial Celebration

Friday, April 10
11 a.m. to 1 p.m.
More details to follow!

May Membership Luncheon

Thursday, May 14
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

TREPAC March Madness

Monday, March 16
6 p.m. to 8 p.m.
Goodline Brew Pub
Click [HERE](#) to register

April Membership Luncheon

Thursday, April 16
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

TREC Legal Update 1

Wednesday, May 13
8:30 a.m. to 12:30 p.m.
Click [HERE](#) to register

Commercial Luncheon

Thursday, March 26
11:30 a.m. to 1 p.m.
Click [HERE](#) to register

The Forms You Need to Know

Tuesday, May 12
1 p.m. to 4 p.m.
Click [HERE](#) to register

TREC Legal Update 2

Wednesday, May 13
1 p.m. to 5 p.m.
Click [HERE](#) to register

New Member Orientation

Tuesday, April 7
8:30 a.m. to 1 p.m.

Texas REALTORS® 360

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

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1926 - 2026

Offer valid 3/1/26 - 3/31/26.
Visit Terms and Conditions for details.

March Membership LUNCHEON



SPONSORED BY:



11:30 A.M. TO 1 P.M.
THURSDAY, MARCH 12
LAR EVENT CENTER

REGISTER AT: bit.ly/2603LNCH



REAL INSIGHTS

A conversation with the
Leadership Team
of Texas REALTORS®



Region 1

Lubbock / June 11, 2026

Why TREC Sales Contracts Alone Aren't Enough for Your Investor Clients

By Dana Brown, Thrive Real Estate and 2026 Property Managers Committee Chair

The TREC One to Four Family Residential Contract is the gold standard for transferring ownership. However, for investor clients, “closing” is only Chapter One. There is a significant gap between a property being ready to sell and being ready to lease.

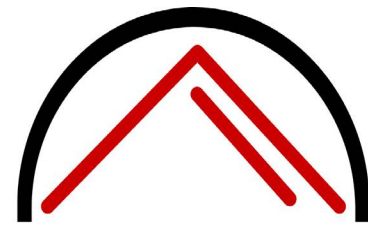
Contracts Close Sales, Not Leases

TREC contracts are transaction-focused. Once a deal funds, most seller obligations—including repair amendments and representations—effectively expire. They do not create ongoing warranties or operational standards for a rental.

“Closing-Ready” vs. “Rent-Ready”

A home that is “acceptable for closing” may still fail to meet the rigorous Texas Property Code standards for habitability. Just remember:

- Disclosures are not guarantees: They are snapshots of the past, not promises of future performance.



PROPERTY MANAGEMENT CORNER



- **The Shift in Risk:** At funding, the responsibility for statutory compliance (re-keying, smoke detectors, etc.) shifts fully to the new owner and the managing broker.

The Power of Early Collaboration

The strongest investor transactions happen when the Sales Agent and Property Manager work together during the option period.

Looping in a PM early helps align expectations, assess true “rental readiness,” and protects the client’s long-term ROI. The contract transfers the deed; collaboration protects the asset.

THE GAP: FROM CLOSING TABLE TO RENT READY

Purpose-Built Design: TREC contracts are designed to facilitate a transaction. Once the deal closes, most obligations between the buyer and seller are legally satisfied.

Limited Lifespan: Repair amendments, seller representations, and inspection negotiations serve to resolve the sale—they do not create ongoing warranties or operational standards for a rental.

Closing vs. Habitability: A home that is “acceptable for closing” may still fail to meet rigorous leasing or habitability standards required by law.

Disclosures are Not Guarantees: Seller disclosures are purely informational; they are not a guarantee of future performance or condition.

The “Repair” Trap: Management cannot rely on one-time contract repairs as a shield against future tenant claims or maintenance issues.

The Shift in Risk: At funding, the responsibility for compliance, condition, and liability shifts entirely to the new owner and the managing broker.

COLLABORATION PROTECTS THE ASSET

TREC CONTRACT CLOSING SALE
REALTOR® BUYER

PROPERTY MANAGEMENT BEGINS
PROPERTY MANAGER TENANT

AVAILABLE FOR RENT

THE STRONGEST INVESTOR TRANSACTIONS HAPPEN EARLY
Loop in a PM before closing to align expectations, assess rental readiness, and protect long-term strategy.

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1926 - 2026

SAVE THE DATE

APRIL 10, 2026

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FIRST 100 DAYS CENTENNIAL CELEBRATION

Friday, April 10 | 11 a.m. to 1 p.m.

MORE DETAILS TO FOLLOW

CONNECT WITH US



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@RealtorsLubbock



Lubbock Association of REALTORS®



Lubbock Association of REALTORS®



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