

The Voice of Real Estate™ in Abilene

Newsletter for July 2021



Dates to Remember

July 12th @ 8:30am Executive Committee Meets

July 12th @ 8:30am Education Committee Meets

July 15th @ 8:30am Board of Directors Meet

**July 19th & July 20th @ 10:00am Regional
Meeting at The Grace Museum**

August 10th & 12th Walk With Pride

**TREPAC Golf Tournament August 13th @
8:30am at Abilene Country Club – North**

**August 27th @ 9am – 1pm Code of Ethics Class
by Leigh York. 3hrs CE Credit \$20**

Congrats to the new 2022 Officers and Directors:

President-Elect – Judith Puryear

Membership Vice-President – Staci Boren

Program Vice-President – Debbie Staggs

Recording Secretary – Joe Potosnak

Director Place 1 – Vikki Head

Director Place 2 – CJ Chaney

Director Place 3 – Tonya Harbin

2021 OFFICERS

- Jamie Dalzell, President
- Jay Sloan, President-Elect
- Hayley Underwood, Membership Vice President
- Robbie Johnson, Program Vice President
- Debbie Staggs, Recording Secretary

2021 DIRECTORS

- Staci Boren, Place 1
(2019-2021)
- Shay Senter, Place 2
(2019-2021)
- Kathy Sanders, Place 3
(2019-2021)
- Stacy Garces, Place 4
(2020-2022)
- Samantha Severa, Place 5
(2020-2022)
- Rob Cunningham, Place 6
(2020-2022)
- Gary Bone, Place 7
(2021-2023)
- Shawna Abernathy, Place 8
(2021-2023)
- Becky Spivey, Place 9
(2021-2023)
- Pam Redman, Immediate Past President
(2020)
- Cristy Vines, WCR President
(2021)
- Becky Gonzalez, MLS Chairman
(2021-2023)
- Pam Redman TAR Director
(2021-2023)

MEMBERSHIP CHANGES FOR JULY 2021

OVERALL
NUMBER OF
MEMBERS AS OF
JULY 2021

DRs: 115

REALTORS®: 509

TOTAL R® MEMBERS: 629

AFFILIATES: 88

THANK
YOU
AND
WELCOME
TO
AAOR!

July 7, 2021

NEW REALTORS®

Jim Baker
Alex Rocha
Colleen Rasmussen
Jimmy Abner
Jennifer Fraser
Brandi Terry
Sissy Hanley
Emily Braun
JW Jones

Trinity Ranch Land
Keller Williams
Keller Williams
Coldwell Banker Apex
Sendero Properties
Ann Carr Real Estate, LLC
Keller Williams
Tommy Simons
Ek Dahl

NEW BROKERAGE

Kevin McCollum

Kevin McCollum, Broker

NEW SECONDARYS

Kelly Snodgrass
Keeton Eoff
Rommy Deais
Group
Richard Siller
Group

(Secondary Broker) JPAR
(Secondary) JPAR
(Secondary) RD Realty
(Secondary) RD Realty

INACTIVE REALTORS®

David Mayer
Griff Zolninger
Joe Alcorta
Lydia Grandell
Perry Menen

Keller Williams (Moved)
eXp Realty (Secondary)
Re/Max (Moved)
Berkshire (Moved)
Keller Williams (Moved)

NEW AFFILIATES

160 Promotions
Lyndale Senior Living
Mid-Tex Mortgage
Yeilding

Scott Harris
Rhanda Tucker
Allison Morrow & DeAnn

TRANSFERS

Linda Camp

Hatchett to Coldwell

New Member Orientation:

August 5th & 6th

8:30am-1pm



JULY BIRTHDAYS

Kris Gay 7-1	Tammy Kister 7-2	Heather Rothermel 7-2
Michelle Smith 7-2	Ronald Blevins 7-3	Kelli Kish 7-4
Vance Cooksey 7-5	Joy Jordan 7-7	Jack Merrill 7-9
Linda Camp 7-10	Kimi Bruno 7-11	Kristi McCullar 7-11
Gloria Padilla 7-11	Rita Warner 7-11	Gbolohan Salako 7-13
Dan Byerly 7-13	Ken Rodgers 7-14	Daron Pecheco 7-14
Robert Taillet 7-14	Kathryn Gonzales 7-15	Romona Brogan 7-17
Lisa Rosenbaum 7-19	Kevin Rivers 7-19	Tami Shifflett 7-20
Haley Bradshaw 7-21	Johnathan Morrow 7-22	Gary Bone 7-23
Ron Harrell 7-24	HP Hawkins 7-24	Erik Woodard 7-24
Cole Kiser 7-24	Gene Dezell 7-25	Rodger Jungling 7-25
Kirby Milliorn 7-25	Pam Redman 7-25	Alex Rocha 7-27
Jennifer Fraser 7-27	Cindy Bolls 7-26	Butch Nelson 7-26
Kim Vacca 7-27	Alex Henderson 7-28	Camden Nichols 7-28
Briana Beltran 7-29	Sonia Gonzales 7-29	Nicole Abert 7-30
Justin Walker 7-30	Scotty Goldsmith 7-30	

JULY BIRTHDAY DRAWING

Winner is: Rodger Jungling

Come by the office to get your gift
card!

Abilene Housing Report

City of Abilene

June 2021



Median price

\$216,000

↑ **15.5%**

Compared to June 2020

Price Distribution



Active listings

↓ **48.4%**

212 in June 2021



Closed sales

↓ **1.8%**

223 in June 2021



Days on market

Days on market 14

Days to close 40

Total 54

31 days less than June 2020



Months of inventory

1.2

Compared to 2.7 in June 2020

About the data used in this report

Data used in this report come from the Texas REALTOR® Data Relevance Project, a partnership among the Texas Association of REALTORS® and local REALTOR® associations throughout the state. Analysis is provided through a research agreement with the Real Estate Center at Texas A&M University.



TEXAS A&M UNIVERSITY
Texas Real Estate Research Center

ABILENE 
ASSOCIATION of REALTORS®

Abilene Housing Report

Abilene MSA

June 2021



Median price

\$222,000

↑ **15%**

Compared to June 2020

Price Distribution



Active listings

↓ **47%**

318 in June 2021



Closed sales

↓ **0.4%**

285 in June 2021



Days on market

Days on market 18

Days to close 41

Total 59

31 days less than June 2020



Months of inventory

1.3

Compared to 3.0 in June 2020

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Taylor County Housing Report

June 2021



Median price

\$225,000

↑ 15.4%

Compared to June 2020

Price Distribution



Active listings

↓ 49.3%

264 in June 2021



Closed sales

Flat 0%

261 in June 2021



Days on market

Days on market 17

Days to close 42

Total 59

27 days less than June 2020



Months of inventory

1.2

Compared to 2.9 in June 2020

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Jones County Housing Report

June 2021



Median price

\$115,750

↓ **38.1%**

Compared to June 2020

Price Distribution



Active listings

↓ **33.3%**

28 in June 2021



Closed sales

↓ **9.1%**

10 in June 2021



Days on market

Days on market	23
Days to close	37
Total	60

118 days less than June 2020



Months of inventory

2.3

Compared to 4.2 in June 2020

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Callahan County Housing Report

June 2021



Median price

\$177,450

↑ **2.7%**

Compared to June 2020

Price Distribution



Active listings

↓ **29.7%**

26 in June 2021



Closed sales

Flat **0%**

14 in June 2021



Days on market

Days on market 34

Days to close 34

Total 68

33 days less than June 2020



Months of inventory

2.1

Compared to 3.0 in June 2020

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At our June 15th Luncheon we inducted the following new REALTOR ® members: Luke Harwell, Brett Fulkerson, Shaye Van Horne, and Wendy Klohn. Congrats!



The one and only George Levesque, (pictured below) Executive Director at The Historic Paramount Theatre, came to talk to our membership at our July 6th, 2021 luncheon. He shared with us a brief history of The Historic Paramount Theatre and how they survived the pandemic.



George is explaining to us how movie theaters (back in the day) were designed to transport people to a different place. He also explained to us that there are neon lights that help light up the famous “blue sky” that one sees while looking up at the iconic ceiling of the Paramount Theatre.



ABILENE ASSOCIATION OF REALTORS
June & July Classes

June 9th **Contracts-What you Need to Know but were Afraid to Ask** 8:30 a.m. to 4:30 p.m. 8 Hrs. Ce
Credit Instructor Amber Brown.

This course explores the most frequently used contract in real estate: the TREC One to Four Family Residential Resale contract. This course deliberately delves into the intricate details of this nine page document that governs the exchange of both property and money between the buyer and the seller. Agents will learn about critical dates and timeframes within the contract, as well as documents ancillary to the transaction, such as surveys and appraisals. The course comprehensively explores the transaction process and the sequence of events that lead to closing. Likewise, the course will review commonly used addenda in residential resale transactions.

This course is essential and relevant to all real estate license holders as it explores the most frequently used contract in Texas real estate transactions: the TREC One to Four Family Residential Resale contract. License holders will learn how to advise clients to complete the contract allowing for the most protection for themselves as well as the agent. Real estate agents will be able to apply the knowledge they learn from this course directly to their real estate business when explaining the contract, its parameters, and its intent to clients.

June 10th **Seller Beware: 32 Buyer Outs in a Real Estate Contract** (Day1) 9:00 a.m. to 1:00 p.m. 4 Hrs
CE Credit Course Instructor Reba Saxon Cost \$45.00 (2) Days total Hrs 8

This course by Reba Saxon covers the real estate sales contract and why it's the most important document in a real estate agent's briefcase. This course outlines and explains the entire Texas Real Estate Sales Contract for the resale of One-to-Four Family Residential properties and includes additional contracts and all related addenda explained by a seasoned negotiator.

June 11th **Seller Beware 32 Buyer Outs in a Real Estate Contract** (Day 2) 9:00 a.m. to 1:00 p.m. 4 Hrs CE
Credit Course Instructor Reba Saxon Cost \$ 45.00

This course by Reba Saxon covers the real estate sales contract and why it's the most important document in a real estate agent's briefcase. This course outlines and explains the entire Texas Real Estate Sales Contract for the resale of One-to-Four Family Residential properties and includes additional Contracts and all related addenda explained by a seasoned negotiator.

June 28th **Doing Business as Usual Won't Keep You Relevant** 11:00 a.m. to 1:00 p.m. 2 Hrs CE Credit
Course Instructor Amber Brown Cost \$25.00

This course offers discussion on the latest topics in the areas of real estate management. It will address topical and complex issues valuable to the seasoned real estate manager, as well as provide a foundation for the new real estate professional. Various topics will be discussed during the course including: impact of social media on real estate, the Realtor Code of Ethics, current industry outlook and the future of real estate over the next 5-10 years and the importance of business etiquette.

June 29th **Broker Responsibility** 9:00 a.m. to 4:00 p.m. 6 Hrs CE Credit Instructor Amber Brown Cost \$65.00.

The purpose of this course is to address the regulatory aspects of the management, operation and supervision of a real estate brokerage firm in Texas. The course provides an understanding and working knowledge of the law of agency, planning and organization of business entities, requirements for written policies and procedures, records retention and control, advertising, recruitment and training of agents, and the anatomy of a complaint filed with Texas Real Estate Commission (TREC).

Section 535.2 of the TREC Rules requires a broker who sponsors salespersons, a designated broker of a business entity, and a licensee who is a delegated supervisor of one or more licensees (for 6 months or more during the supervisor's current license period), to complete this 6-hour broker responsibility course to renew a license. Any licensee may take this course. Additionally, a sponsoring broker may, by policy, require certain licensees and employees to take this course.

July 12th **Using Facebook for Real Estate** 10:00 a.m. to 12:00 p.m. 2 Hrs CE Credit Instructor Darian Rausch Cost \$25.00

Facebook is one the largest social media networks used by many demographics, and this course will teach the agent how to use the platform as a marketing tool to organically grow their sphere of influence and to lead generate. Agents will learn how to use this tool to organically prospect for new clients and connect with current and past clients and other business partners. There will be an emphasis on content creation to attract new opportunities organically. This introductory course was designed for real estate professionals who want to use social media to expand their online presence in their local market and promote their products and services.

July 14th **Free-SETH Learning to Love Affordable Housing** 10:00 a.m. to 11:00 a.m. 1 Hr CE Credit Instructor Rhonda Mitchell Cost \$15.00

This course by the Southeast Texas Housing Finance Corporation, (SETH), covers the most up to date guidelines for SETH Programs. Agents will learn program requirements to meet changes in the market. Course provides REALTORSs with access to these guidelines and educates them on programs available helps SETH meet our goals for making affordable housing available in a community. Attendees will receive handouts covering program guidelines and an invitation to request customized flyers and social media posts.

July 15th **NAR CODE OF ETHICS** 1:00 P.M. to 4:00 p.m. 3 Hrs CE Credit Instructor Tim Beary Cost \$35.00

Under all is the land.. So starts the NAR Code of Ethics. It continues: Realtors®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow Realtors® a common responsibility for its integrity and honor. In recognition and appreciation of their obligations to clients, customers, the public, and each other, Realtors® continuously strive to become and remain informed on issues affecting real estate and, as knowledgeable professionals, they willingly share the fruit of their experience and study with others. They identify and take steps, through enforcement of this Code of Ethics and by assisting appropriate regulatory bodies, to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession. Realtors® having direct personal knowledge of conduct that may violate the Code of Ethics involving misappropriation of client or customer funds or property, willful discrimination, or fraud resulting in substantial economic harm, bring such matters to the attention of the appropriate Board or Association of Realtors®

July 19th **An Introduction to the CMA** 1:00 p.m. to 3:00 p.m. 2 Hr CE Credit Instructor Sharon Jenkins Cost \$25.00

This course will explain what constitutes a Comparative Market Analysis (CMA). It will cover what determines an appropriate comparable between properties, how to make adjustments and where to get information on adjustments. The course will provide information that can be used in property evaluation scenarios and to better assist clients whether buying or selling.

The goal of this course is to provide the real estate license holder with pertinent information to enable them to price properties appropriately whether it's for listing or making offers. This course will provide a basic understanding of performing a comparative market analysis as required by TREC rules.

July 21st **Residential Sale Addendums** 1:00 p.m. to 4:00 p.m. 3 Hr CE Credit Instructor Sharon Jenkins Cost \$35.00

Upon completion of this course the real estate license holder will understand when to use the correct addendum. Additionally, the license holder will have an in-dept knowledge of why the addendums are used. They will be able to convey to their customers/clients the importance of these forms for their protection, legal aspects, and clauses and how they related to the One - Four Family Contract paragraphs.

July 22nd **RPR® Commercial Fundamentals** 10:00 a.m. to 11:00 a.m. 1 Hr. CE Credit Instructor Darian Rausch Cost \$15.00

Participants will learn to leverage RPR Commercial to help create efficiencies in their day to day activities. Starting with searching and viewing properties we will then dive into analyzing the surrounding community to ensure a good fit for a business. Next, we will dig into using RPR Commercial for site selection via the attribute-based site selection tool and touch on Valuate to show an investment analysis. Wrapping up with a review of the reports that allow an agent to walk their client through the process.

July 22nd **Commercial Sales Contracts 101** 1:00 p.m. to 4:00 p.m. 3 Hr. CE Credit Instructor Jim Parr Cost \$35.00

This course provides students with an understanding of the important issues and clauses common to all commercial sales contracts. It then focuses on the Commercial sales contracts provided by TAR for Improved and Unimproved property transactions, with related forms and addenda. Students are reminded of the requirement to use TREC promulgated forms for one-to-four family, Farm and Ranch, and residential condo sales, as well as the dangers of practicing law without a license.

July 23rd **Smart Home Systems Sales and Safety** 9:00 am to 11:00 a.m. 2 Hrs CE Credit Instructor Sharon Jenkins Cost \$25.00

This course would be designed to showcase some of the smart home systems and how they work. The course would incorporate cyber issues of disconnecting upon moving and the dangers of loose data being left with the device. It would also help agents to understand the ramifications of sellers taking components that could render the unit useless. (Paragraph 2 of contract) Making sure that sellers share information with buyers during inspections and for beginning set up as needed to operate the various devices.

July 26th **Handling Multiple Offers and Multiple Buyers** 9:00 a.m. to 11:00 a.m. 2 Hrs CE Credit Instructor Sharon Jenkins cost \$25.00

It's important you take the right steps during negotiations. In this class, license holders will learn what the seller's options are in responding to multiple offers, and what their options are in communicating the responses. The REALTOR® Code of Ethics will also be incorporated. The license holder will learn what forms are available to help guide them through the process. This course is designed to help you best represent your seller when there are multiple offers on the table.

This course will train the real estate license holder in specific strategies to best handle a multiple offer situation. They will learn their duties and responsibilities to their client, whether buyer or seller, and how to best advise them when considering multiple offers.

July 27th **Trec Legal I & II** 8:30 a.m. to 5:00 p.m. 8 Hrs CE Credit Instructor Cassandra Davis Cost \$85.00

Did you know that as a license holder you have legal requirements and regulations for engaging in the real estate business? Perhaps you also belong to a trade association connected to the real estate business that has a code of conduct and you see that as a requirement for engaging in the business. There is more to your requirements than a trade association expectations. It is every license holder's responsibility to know and operate under the current laws applicable to their license. The course covers the requirements Texas law places upon all license holders regarding ethical conduct when facilitating a real estate transaction.

July 28th **Home Staging 101** 9:00 a.m. to 11:00 a.m. 2 Hrs CE Credit Instructor Sharon Jenkins Cost \$25.00

Originally homeowners were left to their own discretion as far as preparing for home showings. Though they could occasionally rely on an agent for instructions, more often than not real estate agents were just as perplexed at working out the details as the homeowner. Home staging is not a new term, but for many homeowners and real estate agents the concept of professional home staging is shedding new light on how to promote a home in the real estate marketplace.

July 29th **Advanced Digital and Social Media Strategies** 1:00 p.m. to 3:00 p.m. 2 Hrs CE Credit Instructor Amber Brown Cost \$25.00

Just having a presence on the web and social media isn't sufficient in today's new era of digital marketing. Agents will learn how to create and deploy social media and content curation strategies and tactics to vastly improve their online visibility and customer engagement opportunities. Specific emphasis is placed on real estate-specific intelligence, use cases and best practices in social/digital media, and the emergence of newer visual channels such as Instagram and Pinterest. The course also provides a brief framework to ensure agents' online activities remain compliant with TREC rules, the REALTORS® Code of Ethics, and federal regulations regarding influencers, reviews and endorsements.

We are now having classes at the Association office

Thank You

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TEE OFF FOR TREPAC TOURNAMENT

FRIDAY, AUGUST 13TH



Abilene Country Club —
NORTH

PLAYER REGISTRATION

Company Name: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email: _____

Tournament Participants

1. _____

2. _____

3. _____

4. _____

In order to ensure your spot to play, payment must be turned in with your registration.

Please check one: ☐ Team \$500* ☐ Individual \$125*

**Includes green fees, cart, breakfast, lunch and beverages.*

8:30 AM REGISTRATION — 9:30 AM SHOTGUN START 325-692-9860

LUNCH, AWARDS & SILENT AUCTION AFTERWARDS

AbileneCountryClub.com - SandraM@StovallRealtors.com

