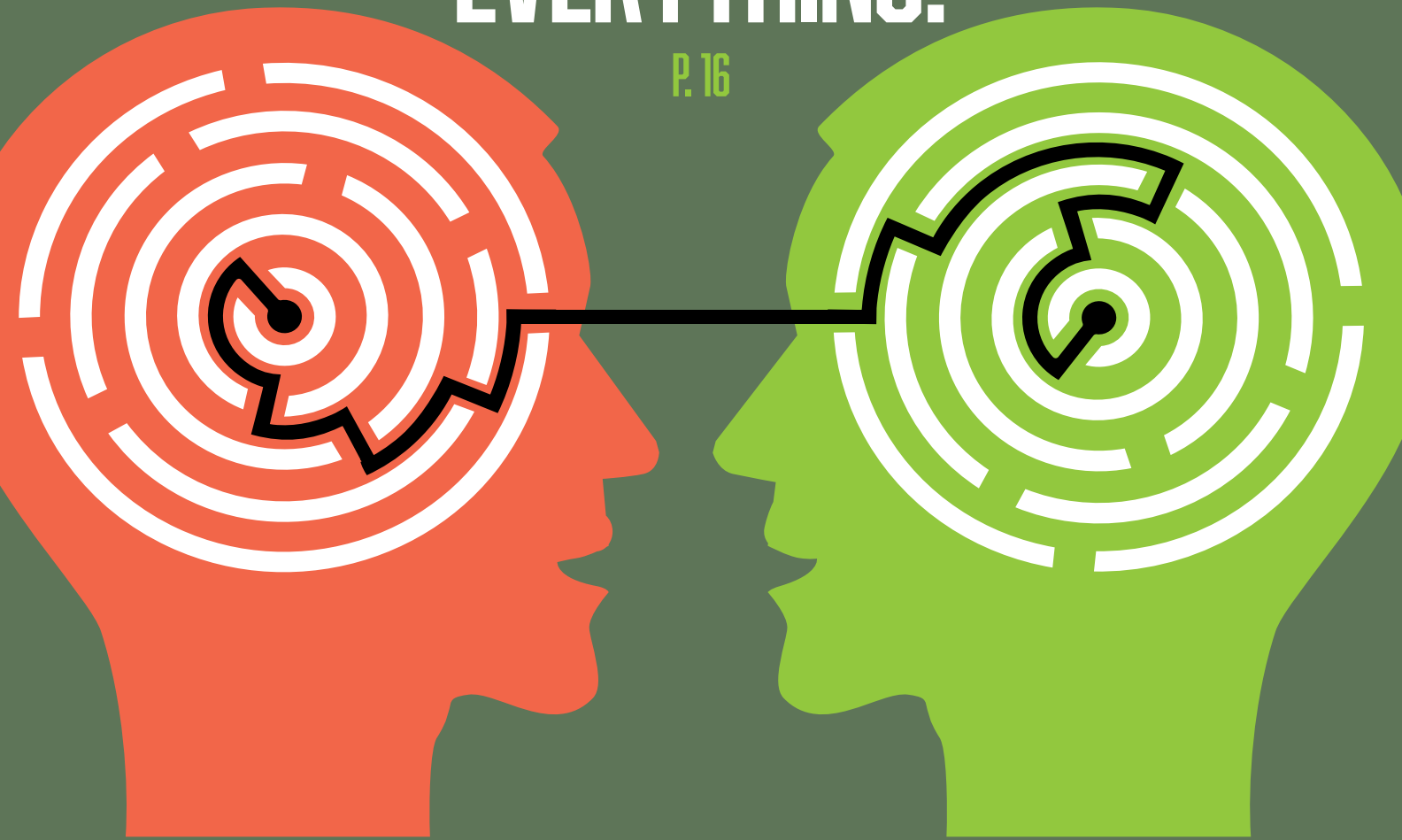


WHAT DOES PSYCHOLOGY HAVE TO DO WITH REAL ESTATE RELATIONSHIPS? EVERYTHING!

P. 16



★ SPECIAL PULLOUT: TREPAC MAJOR INVESTORS ★

TEXAS REALTORS

COMMERCIAL TRANSACTION OF THE YEAR
MORE THAN A SHOPPING CENTER P. 24

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WHO TEXAS BUYERS ARE & WHAT THEY WANT P. 14

THIS AD
WON'T END
DISCRIMINATION
IN REAL ESTATE.

PEOPLE WILL

If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

If you experience or witness discrimination in real estate, we urge you to report it.

Visit hud.gov/fairhousing to file a complaint with the Department of Housing and Urban Development.



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Some go into work,
you prefer to go *out*.

You've seen it all during your time. As a caretaker of this land, you work so that it provides — a high-yield harvest, a healthy herd and a way of life that brings meaning and purpose to you and your family. Much like our purpose is to help Texas farmers and ranchers get the most from their operation. With guidance, ideas and expertise, we're here for you as your trusted advisor. That way, you can be there for the land and the people who matter most. **To learn more, visit CapitalFarmCredit.com.**



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Maintaining Work-Life Balance
by Patee Franks
You know real estate is not a 9-to-5 job. Working evenings, weekends, and holidays is common. So how do you have a life and a real estate career? Texas REALTOR® magazine asked members how they do it, and here are the strategies they shared.

16 COVER STORY
What Does Psychology Have To Do With Real Estate? Everything!
by Joe Olivieri
Apply these psychological principles and you may see better connections with everyone you encounter. Disregard them, and you may be surprised why you aren't getting the results you want.

20 FEATURE
Commercial Transaction of the Year: More Than a Shopping Center
by Joe Olivieri
Imran Bhaidani won the 2022 William C. Jennings Award for his work bringing The Market Center at Harvest Green to life. He worked with the buyer and the seller, a trusted developer, to create a retail space that has the potential to be a community and employment hub for the Richmond area.

22 FEATURE
What Happened at Winter Meeting
The 2023 Texas REALTORS® Winter Meeting returned to Austin in February. Here are highlights of the sessions and actions taken by the Board of Directors—plus, meet newly elected 2023 Secretary/Treasurer Christy Gessler.

14 FEATURE
Texas Homebuyers: Who Are They, and What Do They Want?
Get to know your clients and prospects, thanks to new survey data from NAR. Next month's issue will include information about homesellers.





Chairman's message

In 2011, I made my first trip with my local association, the Harlingen Board of REALTORS®, to Austin for what we then called Hill Visits. That was a day I will never forget, as my eyes were opened to the true power that Texas REALTORS® holds with our state legislators. It was intimidating to walk up to the Capitol building with purpose, and a bit overwhelming to see our Texas REALTORS® Leadership Team stand on the stage of the House of Representatives and be recognized. But being greeted by my own legislators as a friend, simply because I was a Texas REALTOR®, was eye-opening. REALTOR® Day at the Texas Capitol is special, and it's powerful. It's a day you will never forget.

Last legislative session, our members and amazing staff pulled off 181 virtual legislative meetings. This year, however, we are 100% a go for live visits, and there's absolutely nothing like the sight of thousands of REALTORS® wearing purple lapel pins roaming the halls of the Capitol and advocating on behalf of our legislative issues. Your Leadership Team is so excited to go back to our beautiful Capitol building and let our legislators know how their work affects our business, and especially property ownership in Texas, and we need YOU to join us!

As your chairman, and in other volunteer roles at Texas REALTORS®, I've had the privilege to meet numerous state legislators and leaders whose policy decisions shape the landscape of our day-to-day business as REALTORS®. I've been honored to voice our positions on property taxes, subdivision reform, and other issues, but I'm only one REALTOR®, and our message is loudest when amplified by thousands of voices. Thousands of us will indeed share our advocacy message with our legislators with the single and united voice of Texas

REALTORS® on Wednesday, March 22. That single message, spoken to 181 legislators on behalf of 150,000-plus Texas REALTORS®, is the true power that we hold. Who wouldn't want to be a part of that?

The lawmakers I've met are impressed by the unity of REALTORS® and our non-partisan dedication to private property rights. Our policy positions are not Red, and they are not Blue. We are the Purple Party and are working toward a #PurpleSolution.

This year, we're super excited to be Riding with the Brand alongside NAR President Kenny Parcell during REALTOR® Day. At 9:30 a.m., Kenny will inspire us at our rally on the South Lawn as we kick off our day of advocacy. He will make you proud to be a REALTOR® and understand the significance of Riding with the Brand at the Capitol and every day. This will be a huge event, and we can't wait to see you there! We will wrap up the day with some great barbecue at your Texas REALTORS® building. The building will be open for tours and photos, and your Leadership Team will be there to welcome you!

I haven't missed a REALTOR® Day at the Texas Capitol since 2011. I know that if you join us this year, you will join us for years to come, too. Contact your local association office for details about any possible transportation, lodging, and other accommodations. I truly hope to see YOU there!

Marcus Phipps



TEXAS BRINGS HOME TRIPLE CROWN

Texas REALTORS® has once again achieved NAR's Triple Crown, which recognizes state and local associations that meet state-specific RPAC fundraising goals.

REALTORS® across the state and association staff worked hard throughout 2022 to exceed the goals set for national RPAC fundraising, federal RPAC disbursements allocation, the number of major investors (1,217), the number of members in the President's Circle (191), and the percentage of members who invested in the PAC (40%).

Texas raised 129% of its \$5,425,000 national RPAC fundraising goal for 2022, bringing in a whopping \$7 million for RPAC.

Texas REALTORS® are proud of the association's commitment to electing champions for real estate and private property rights. The association is also proud of the 50 local associations in Texas that also received the Triple Crown.

The award will be presented in May at the REALTORS® Legislative Meeting & Trade Expo.



EVERLANCE MAKES EXPENSE TRACKING EASIER

Struggling to keep track of your mileage on the road? Expense reports piling up? Everlance, a new member benefit from Texas REALTORS®, can solve the paperwork hassles and help you identify opportunities for business deductions.

Everlance is an automatic mileage tracking and expense management service. You can save time and money by documenting self-employed tax deductions, such as business mileage, marketing materials, or office expenses.

Everlance offers three tiers of features, including unlimited manual tracking, IRS-compliant data exports, and unlimited automatic trip detection and expense tracking.

Sign up for Everlance's free, premium, or premium plus service. As a member of Texas REALTORS®, you get up to 50% in savings for the premium plus service. Get started today at texasrealestate.com/everlance.



“There’s absolutely nothing like the sight of thousands of REALTORS® wearing purple lapel pins roaming the halls of the Capitol and advocating on behalf of our legislative issues.”

The Texas REALTORS® building recently received a face lift. Two Texas REALTORS®-branded signs, which light up at night, were installed on the sides of the building. This visual display will bring more attention to the association and its members, as Austin visitors to the east of the Texas Capitol are sure to notice the four-foot-tall logos and Texas REALTORS® lettering on the signs.



THE SUN SETS ON THE LAST TEXAS REALTORS® CRUISE

Last December, 220 REALTORS® and their guests set sail on the 11th annual Texas REALTORS® International Cruise. The seven-day cruise, the last scheduled for the foreseeable future, featured shore excursions in Honduras and Mexico. Instructors Socar Chatmon-Thomas, Candy Cooke, Ed Eakin, and Rebecca Ray taught CE courses. The cruise was coordinated with local AMPI real estate associations and sponsored by Jane Byrd Properties International, Fraser Flyers, and SIMCA Real Estate. Look for more information soon on a Texas REALTORS® trade mission to Canada later this year.



CHECK THE FORECAST

Economic predictions for the Texas housing market.



January 2023 Statewide Housing Statistics

\$319,995 median price
up 2.1% from January 2022

2.7 months of inventory
up from 1.6 months in January 2022

62 days on market
25 more than January 2022

38 days to close
4 fewer than January 2022

SOURCE: MarketViewer
Use MarketViewer to find the latest, most accurate data for your real estate business. The tool, exclusively available to members of Texas REALTORS®, updates on the 15th of every month. Choose the market areas you want and generate reports and shareable infographics.

How can you prepare for the rest of 2023 when the last few years have been so unpredictable?

The Texas Real Estate Research Center released the 2023 Texas Economic Forecast in December. Researchers made educated guesses by using their understanding of economic and market conditions and past market trends, the report says.

Lead Data Analyst Joshua Roberson recently shared what he's watching this year and how it could impact buyers, sellers, and renters.

Inflation will continue

Inflation will be the metric to watch in 2023. Inflation rose rapidly last year, and the Federal Reserve responded by raising interest rates. Making it more expensive to borrow money cools off inflation but also decreases buying power.

The Research Center predicts inflation will likely stay elevated this year. Even if the Federal Reserve does rein in inflation, we probably won't feel the effects immediately or completely.

Global events also affect inflation. "What happens in one country spills over to the U.S. market," he says. "If China shuts down because of COVID-19 or the oil markets are in flux because of the war in Ukraine, there's only so much the Federal Reserve can do."

Inflation impacts Texas real estate

because higher interest rates push buyers out of the market. Qualified buyers may delay purchases until rates come down. Texas is somewhat protected from these consequences because of the steady stream of new residents, Roberson says. As a result, Texas is in a better position to bounce back compared with other states.

Expect moderate price growth

Texas home prices and rents could not keep growing like they did during the pandemic, the Research Center says. "The way I look at it, back in 2019 we were having conversations about declining housing affordability. Then COVID-19 threw everything into a whole other gear," according to Roberson.

Prices partly rose because of low mortgage interest rates in 2019-2021. Buyers lost 40% of their purchasing power when rates leapt from 2.65% in January 2021 to around 7% last fall. The 30-year mortgage rate in February 2023 was 6.12%. That feels high compared to recent years but 6%-7% is closer to historical norms, Roberson says.

"COVID-19 was a special period of time with interest rates being as low as they were," Roberson says. "People had a lot of money they couldn't spend on anything else but their homes. We thought we'd be in our homes a lot more than we were. We couldn't sustain those

numbers. For Austin to experience 30% to 40% year-over-year price growth, that was unique. Things are leveling off."

The Research Center predicts moderate home price and rent growth in 2023. The median home price in November 2019 was around \$250,000. Last June it was \$349,000. It's down to \$333,000 now but Roberson doesn't see a return to the \$250,000 range. Any fall in prices definitely won't come close to the nose-diving levels of the 2007-2009 Great Recession. Texas has a tight supply of homes and still-strong demand.

Sales will slow down

Higher mortgage rates and higher asking prices will slow sales even as price growth moderates, the Research Center predicts. "2022 had fewer sales than the previous year, but sales still exceeded 2019," Roberson says. "Even if there was a decline, sales were still good. It's just that everything will look disappointing compared to 2021."

Roberson watches days on market and months of inventory, which are both slowly increasing. Texas continues to have limited inventory at the lower price points, even with new homes being built. The housing market in general remains undersupplied. He also watches list-to-sale price comparisons.

Are we headed to recession?

One of the biggest questions for the Research Center was whether the economy is headed into recession, Roberson says.

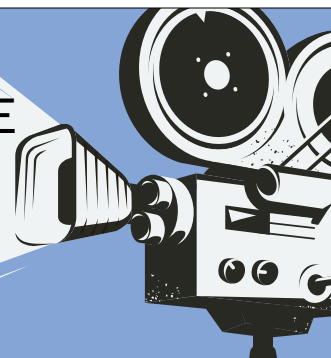
If there is a mild recession, job and housing growth will flatten. "More than likely, that's the best-case scenario for this year," he says. If the recession is more significant or persistent, there will be a loss of real wages and buying power. The economy will tighten and housing sales will continue to fall.

How consumers feel about the economy can be as important as the actual numbers themselves, Roberson says. Pessimistic attitudes influence purchasing decisions, like houses, which end up in the data. "Inflation is the big pain point," he says. "That eclipses everything else. Even though it's improved, it's still elevated. And people feel it, especially when buying food."



AT HOME ON THE SMALL SCREEN

Houston REALTOR® Shines on NAR Reality Show



Jay Bradley is no stranger to television. The Equinox Realty Group broker has been featured on two OWN Network series and contributed to real estate reports on CNBC and Fox.

Perhaps those appearances were what caught the attention of producers for NAR's *First-Time Buyer*, available on Hulu and firsttimebuyer.realtor.

In the show's first episode of this season, Bradley helps retired high school principal Dr. Regina Ellis buy a new home in Missouri City and sell the home she had shared with her late husband. Bradley was moved by Dr. Ellis's story. He had recently lost his father, a commercial agent who inspired him to get into the business.

"When she had bought her last home, her husband was with her," he says. "So it was emotional when they cleaned out the house. The whole reason for the move was because her husband had passed, and she wanted to be closer to her kids and grandkids."

The market conditions were great for selling her house. "I think we had 25 people at the open house and 12 offers," he says.

However, the deal fell apart at the last minute when the buyers backed out without saying why. While the obstacle is quickly resolved in the episode, it took Bradley a lot of legwork behind the scenes to fix.

"I called every other buyer who put in an offer. I talked with all the lenders as well," he says. "You don't want to deliver bad news without a solution or options. We REALTORS® are paid to find solutions. We ended up finding a great buyer and actually got \$10,000 more with the second offer."

Bradley had fun filming the episode, which was shot over three weeks last July. The production was much larger than he expected. "You don't realize it when you are watching," he says. "You only see the various angles, but they have three camera people filming everything—also hidden microphones and GoPro cameras. So much goes into it."

The most memorable part for Bradley was seeing Dr. Ellis's smile when she found out that everything worked out with the sale. He also appreciated being her guide through filming, explaining when she would ask why they would have to do a retake or shoot something a certain way.

He praised her patience with the long days of filming and walking around Missouri City in triple-digit temperatures. "She's such an amazing client and first-time buyer," he says.

Bradley doesn't usually work with first-time buyers. Twenty-three years into his career, he focuses on luxury, new construction, and commercial real estate. "It's all about finding your gift, doing what you love to do, and offering that gift of service to your client," he says.

These days, Bradley is working on scaling Equinox Realty Group, the brokerage he founded in 2017. He is active in its charitable efforts, such as mentoring youth from underserved areas, helping domestic abuse survivors, and supporting art programs. He believes in the importance of leadership and volunteers in his local and state REALTOR® associations.

Bradley has received great feedback since the episode aired. REALTORS® across the country thanked him for representing the profession so well and complimented him for making it look easy.

He has kept in touch with Dr. Ellis. "Working in television takes a lot of trust. You sign these agreements with the networks for them to use the footage. You have to trust the process and the editing. I reassured her that it was going to be good. When she saw the episode, she said, 'Thank you so much, Jay. I'm a TV star now!' We're close now, but I still call her Doctor."



SHARE WITH CARE

Connecting without oversharing

Your clients and prospects want to know about you. They're reading your website and social media before hiring you. They're making small talk with you during property tours.

Sharing certain aspects of your life outside work adds value to your business, but careless or unprofessional sharing can hinder it. How do you strike that balance? Consider these questions before you speak or type.

Are my comments work appropriate? What you wear to the beach is different than what you wear to a high-powered meeting. That story, activity, or opinion from your personal life may not be appropriate in a business setting. Would sharing this make people not want to work with you?

Is it topical? You may have the funniest 10-minute story about your great aunt's vacation, but your clients don't need to hear it. Even if you are a gifted storyteller, short, sweet, and relevant is best for most situations.

Who is my audience? You might want to steer clear of hot-button topics like politics and religion. Ask yourself if your audience may be offended by what you share. Even if you are talking with someone you believe shares your views, these topics still present unique risks. Would you share this information with any client? If not, reconsider.

What message does it send? Your stories tell your audience who you are. People will draw one conclusion if you tell a story about saving a kitten that fell into a sewer. Conversely, a story about playing a practical joke on your spouse may come off as insensitive rather than funny.

Is it appealing? You are trying to connect with people. Is what you are about to share enjoyable to hear or see? Does it inform or entertain them? Will it make them like you more?

Does it need to be said at all? Sometimes less is more. Your clients don't need an overly detailed explanation of why you were 15 minutes late. A brief apology will suffice. A long list of excuses belabors the point and can be off-putting.



SCAMMERS ARE TARGETING YOU, TOO

Your real estate clients must stay alert to avoid becoming victims of fraud. And so do you. Scammers can target real estate professionals with many of the same tricks they use against buyers and sellers.

Unfortunately, criminals' scams are becoming more sophisticated; multi-step rip-offs may even appear legitimate at first glance. Keep these things in mind:

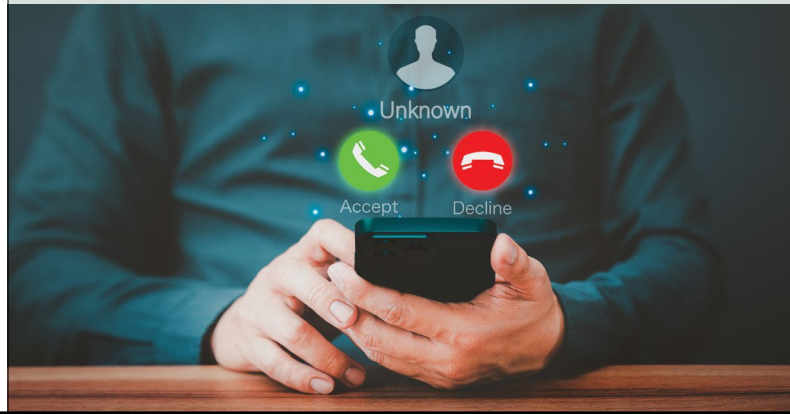
Don't assume trustworthiness. Never take any action based on an incoming call or text. Phone numbers, websites, and even two-factor authentication codes can be faked. Hang up and call the number on the back of your credit or debit card—or independently find a valid phone number for your bank or institution. You can also visit a bank branch.

Question unsolicited messages. Don't click on email or text links in messages you aren't expecting. Independently check them with the sender, but not by replying to the message you received. Websites can be spoofed to appear legitimate but are in fact designed to steal from you. Phishing scams remain a problem for real estate professionals.

Take care when money's involved. You are not immune to wire fraud. Always think twice and independently confirm information before wiring business or personal funds.

You work hard for your money. It's better to be cautious than to lose your savings or information to criminals. When in doubt, take no action.

If you do get scammed, report what happened to your bank, the Federal Trade Commission, and the FBI's Internet Crime Complaint Center as soon as possible. The faster you act, the better your chances of recovering your funds.



Texas has more than 4,900 self-storage facilities—more than any other state. That's more than 207 million square feet of storage space, according to selfstorage.com.

Six percent of Texas sellers said the primary reason they sold their previous home was because it was too small. Be sure to discuss today's—and tomorrow's—storage needs with your clients to help them find the home that's right for their families.



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A specialty plate costs \$30 per year, with customized lettering costing an additional \$40 yearly. These fees are in addition to normal registration and other applicable fees.

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Order at myplates.com/design/background/passenger/texas-is-home

\$22 of each plate fee goes to the Texas REALTORS® Housing Opportunity Foundation, which supports programs that promote workforce housing and homeownership in Texas.



WHAT DOES MY CLIENT DO WITH THESE CHECKBOXES?



The Texas Real Estate Commission in November 2022 added checkboxes to the Seller's Disclosures paragraph of the *Unimproved Property Contract* (TXR 1607, TREC 9-16), *New Home Contract (Incomplete Construction)* (TXR 1603, TREC 23-18), *New Home Contract (Completed Construction)* (TXR 1604, TREC 24-18), and *Farm and Ranch Contract* (TXR 1701, TREC 25-15).

The checkboxes were added to the existing disclosure items so that sellers can indicate whether or not they are aware of the listed conditions. Sellers need to choose the appropriate checkboxes before these contracts can be executed. Buyers should contact the sellers for information on how to complete this section of the contract when submitting offers.



LEARN TO LOWER YOUR LIABILITY

Show clients and prospects you're watching out for liabilities by earning the brand-new Texas Risk Reduction Specialist certification.

Texas REALTORS® began offering the statewide certification in December to active members who have completed the 3-hour Introduction to Risk Reduction course and 12 hours of elective courses. TRRS designees will be able to identify and mitigate liability and implement policies and practices to reduce risk for their clients and brokerages.

New sessions of Introduction to Risk Reduction have been scheduled for the coming weeks. To learn more and register for upcoming classes, visit texasrealestate.com/trrs and click the *Find a Course Now* button.

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SPANISH, VIETNAMESE TRANSLATIONS OF FORMS UPDATED

Several forms with Spanish and Vietnamese translations were recently revised. Texas REALTORS® has updated those translations to reflect the changes. Here are the forms:

- *Addendum Regarding Residential Leases* (TXR 1953, TREC 51-1)
- *Addendum Regarding Fixture Leases* (TXR 1954, TREC 52-1)
- *One to Four Family Residential Contract (Resale)* (TXR 1601, TREC 20-17)
- *Residential Real Estate Listing Agreement, Exclusive Right to Sell* (TXR 1101)
- *Residential Real Estate Listing Agreement, Exclusive Right to Lease* (TXR 1102)
- *Seller's Disclosure Notice* (TXR 1406)
- *Residential Lease* (TXR 2001)
- *Notice to Vacate* (TXR 2208)

Find these translations and all Texas REALTORS® forms by visiting texasrealestate.com/realtorforms.

Your Forms

Members may use the *Commercial Listing Agreement Termination* (TXR 1419) form to end any Texas REALTORS® commercial listing agreement. The form includes information about the termination date, applicable termination fees, and documentation requirements. When completed and executed, the parties agree to release each other from all obligations under or related to the listing including but not limited to the protection period clause which will no longer apply. Introduced in July 2022, the *Commercial Listing Agreement Termination* form is one of more than 40 commercial forms exclusively available to members of Texas REALTORS®.



Fact or Fiction?

If a buyer's offer is as low or lower than a previously rejected offer, you don't have to submit it to your seller client.

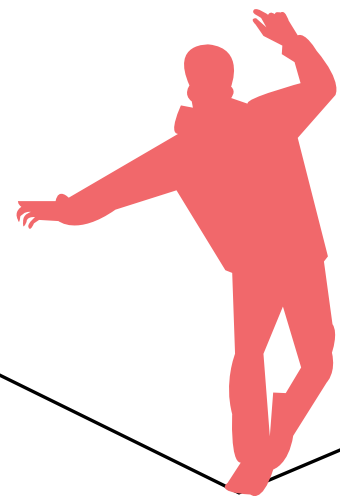
FICTION. Standard of Practice 1-7 says listing agents are required to present all offers to their clients until closing or the execution of a lease, unless instructed in writing to do otherwise. It is not up to the listing agent to decide which offers to submit. The clients will decide which offer is the most appealing.



Are You Out of Balance?

Members of Texas REALTORS® share their approaches for achieving a healthy work-life balance.

by Patee Franks



The real estate business isn't a standard 9-to-5 weekday job, so working during the holidays, on vacation, or in the evening is not unusual. "There have been times I would stay up until 2 a.m. with a client talking about real estate just so that I can get the deal," says Candie Robles, an agent with GO Real Estate, Houston.

Finding ways to maintain a thriving business and personal life can be difficult. *Texas REALTOR*® magazine asked members to share their experiences and strategies for navigating their unconventional schedules.

A Lack of Balance Leads to Unwanted Outcomes

Being a successful REALTOR® shouldn't come at the expense of your well-being. However, the risks of overworking can lead to health issues. In May 2022, Myssie Cardenas-Barajas, an agent with JPAR Modern Living, McAllen, suffered a stress-related health scare. "My cardiologist warned me that if I continued on this path, there would be deadly consequences," Cardenas-Barajas says. She took the advice of several doctors that gave her the tools to manage the stress successfully. Although her life is still chaotic at times, she has created boundaries that allow her to be professional and remain healthy.

For Robles, she was reaching a breaking point when her grandfather passed away. "Dealing with grief for the first time and with work was too much for me," she says. Robles was ready to quit everything and give up. But, she was able to ward off the feelings of burnout by prioritizing what was important to do right then and leave the rest for the next day.

Set Expectations to Create Boundaries

Besides having realistic goals of what you can handle, it is important to establish the right expectations with clients. "I set aside an hour each day during a vacation to handle any necessary tasks," says Kandi Luensmann, broker of Front Porch Realty, Gatesville. "Setting that precedent in advance with my clients makes for an easier getaway."

Cardenas-Barajas is upfront with her clients from the beginning as well. "I inform them that I will respond to them immediately unless I am with another client, asleep, or during the hours of 7-8 p.m."

Solutions Aren't One-Size-Fits-All

Discovering what works for you may include some trial and error. For example, Antonio Almanza, an agent with JPAR Modern Living, McAllen, tried turning off his phone at night. "It only added more work from missed calls, texts, and emails," says Almanza. While that technique didn't work for him, he did find having a life coach helpful.

"As a new agent, I always worried I would lose a deal if I didn't respond immediately," says Crystal Green, an agent with RE/MAX North, San Antonio. However, the longer Green has been in the business, the more she has learned how to establish her value with her clients so she can confidently take time off for important family events.

What happens when your initial strategies don't work? While asking for help can be hard, Beth Shallcross, broker of Shallcross Real Estate, Midlothian, recommends not letting your ego get in the way. "You may find that others want to help by contributing their time and sharing their expertise," she says.

"I had to take a step back and work one file at a time instead of trying to work them all at once," says Green. "I hired an assistant to assume most of the administrative parts of a transaction."

Other Suggestions and Practical Tips

It's up to you to prioritize balance and make a conscious effort for personal time. "I make a goal to step away from my phone for at least 30 minutes for dinner and family conversations each night," says Luensmann.

Kisha Thompson, an agent with Ready Real Estate, Dallas, meditates before beginning her day to set a tone for mental clarity. She also gives herself 10-15 minute breaks to regroup, takes long walks, and minimizes low-priority items from her schedule.

Anittra Adkison, an agent with Pinnacle Realty Advisors, Dallas, will get up and walk around to get away from her workspace if she feels like she has been working on the computer too long. Adkison also makes a point to write all business and personal obligations on her calendar. "So, when I say I have an appointment at that time, I really do!"

Peggy Roewe, a broker associate with United Real Estate, Kingwood, follows a similar time-blocking agenda that includes planned visits with family and friends. "It actually makes my life easier. Put it on paper and lay it out as a visual; you would be surprised how much you can accomplish in a day."

Creating a balance doesn't mean you always have to keep work and life separate. Jerry Cook, an agent with Coldwell Banker Realty, Rockwall, invites his clients, prospects, and agents to join him in the activities he enjoys. "Whether it is fishing, cycling, pickleball, or the arts, it is always more fun when you go with others. And it reminds my sphere how important they are to me," he says. 📌

PATEE FRANKS is digital marketing specialist for Texas REALTORS®.

Gimme a Break?

73%

of REALTORS® work over holidays

85%

of REALTORS® work on vacation

Results from informal Texas REALTORS® LinkedIn polls with 147 and 133 responses in July 2021.



Anittra Adkison



Antonio Almanza



Myssie Cardenas-Barajas



Jerry Cook



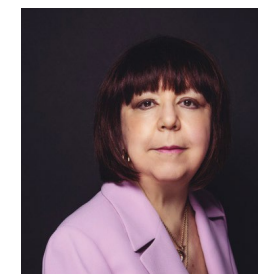
Crystal Green



Kandi Luensmann



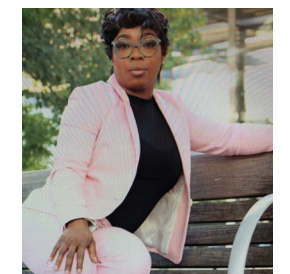
Candie Robles



Peggy Roewe



Beth Shallcross



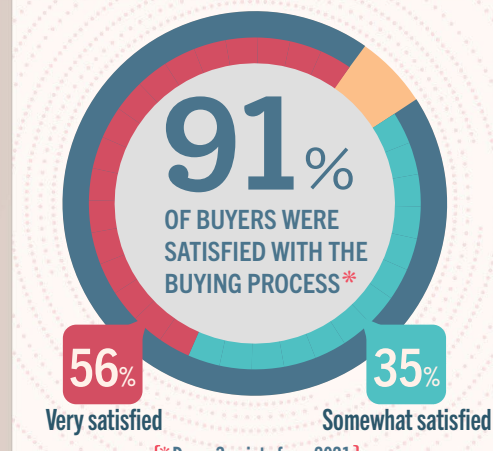
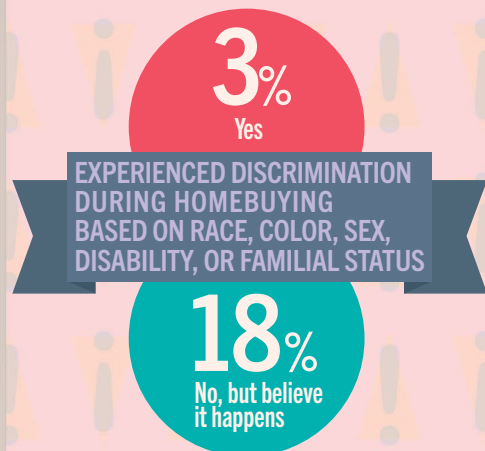
Kisha Thompson

TEXAS HOMEBUYERS

Who They Are and What They Want

The more you know about homebuyers, the better you can market to them and help them achieve their dreams. These stats come from a Texas oversample of NAR's nationwide homebuyer and seller survey. Responses are from buyers who purchased a primary residence between July 2021 and June 2022. Next month: statistics about sellers.

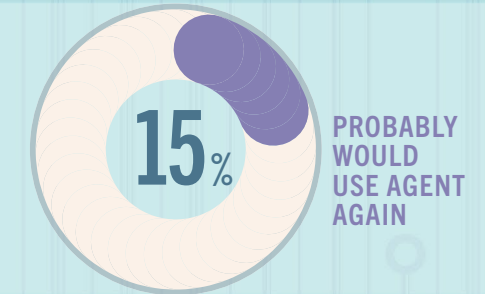
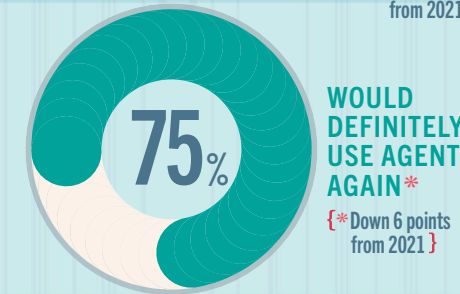
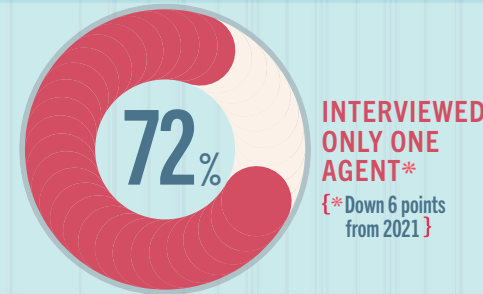
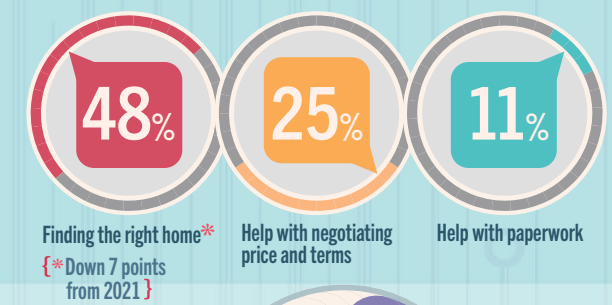
Length of search before locating home purchased



How buyer found agent



What buyers want most from real estate agents



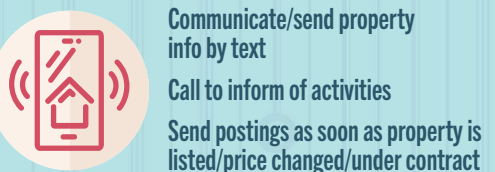
Top method to first contact agent



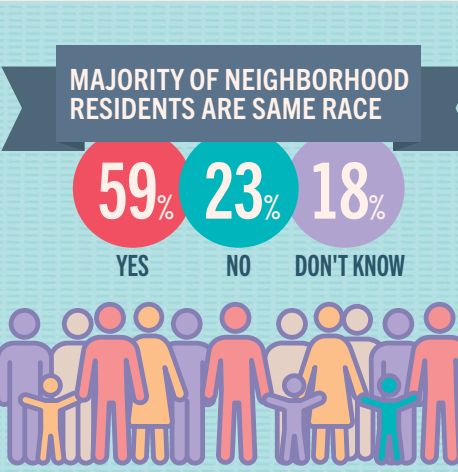
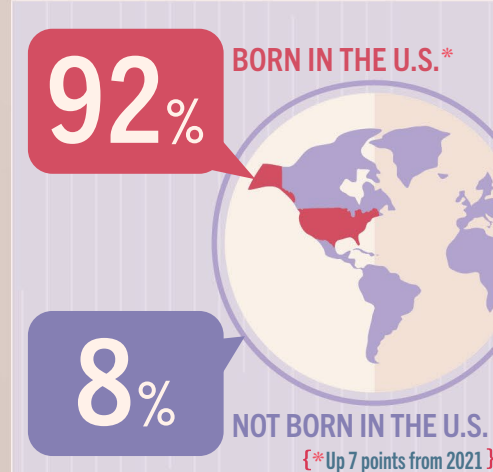
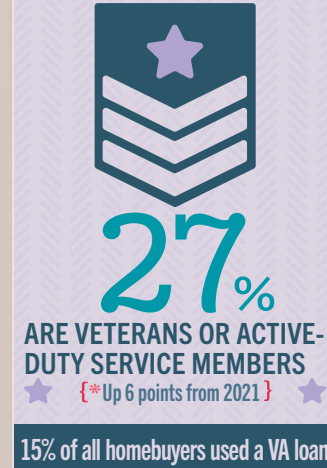
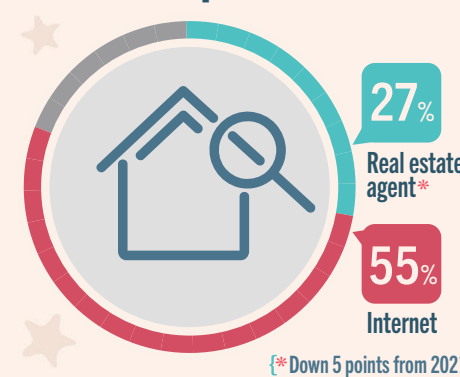
Most important factors when choosing agent



Most important agent communications



Where buyer found the home purchased

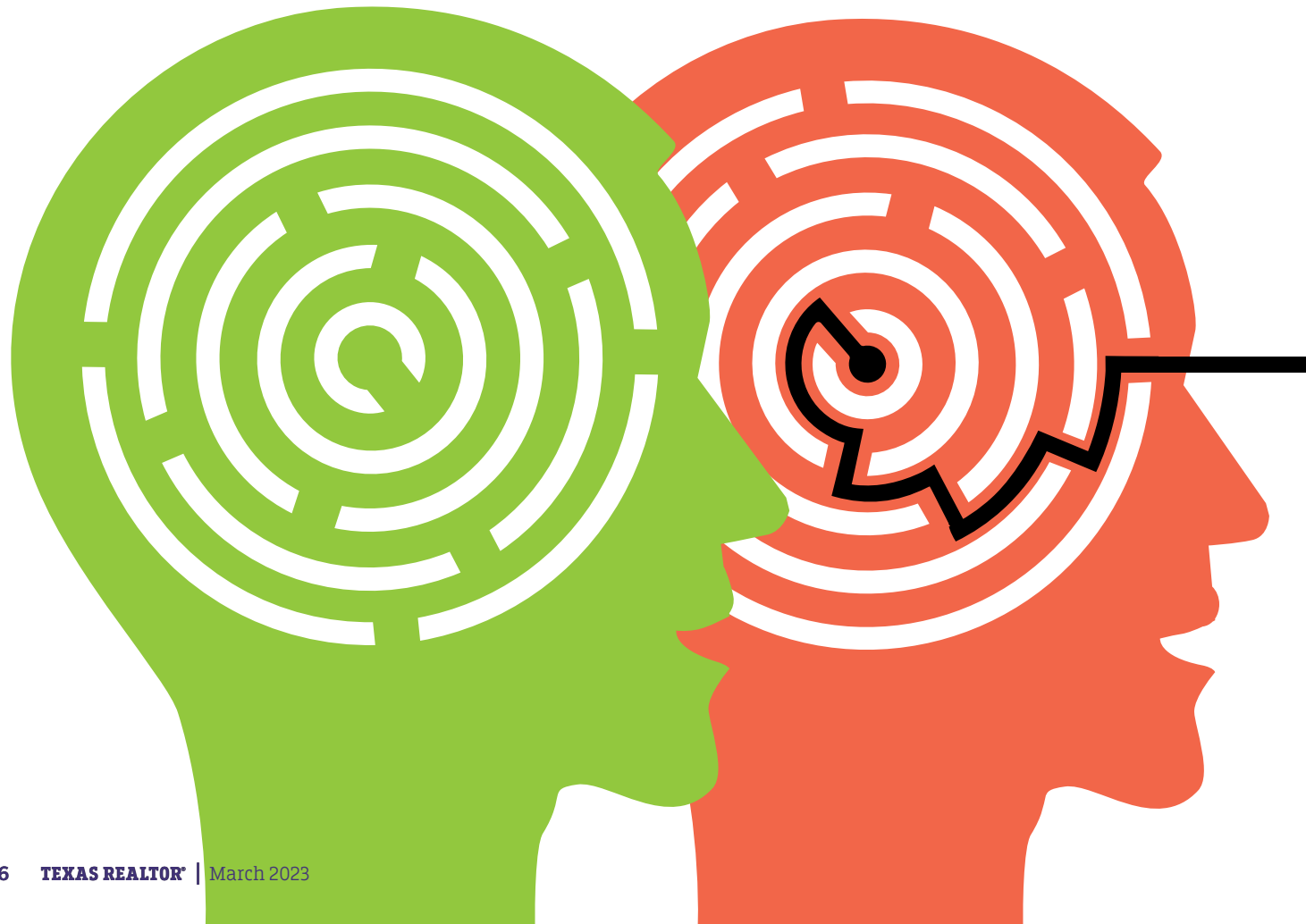


THE DIFFERENCE OVER A DECADE

| TEXAS HOMEBUYERS | 2022 | 2012 |
|---------------------------|---------------|---------------|
| AGE: ALL BUYERS (MEDIAN) | 56 | 45 |
| HOUSEHOLD INCOME (MEDIAN) | \$110,000 | \$82,900 |
| PURCHASE PRICE (MEDIAN) | \$288,000 | \$176,500 |
| HOME SIZE (MEDIAN) | 1,900 sq. ft. | 2,100 sq. ft. |

What Does Psychology Have to Do With Real Estate Relationships? Everything!

by Joe Olivieri



EksAyn Anderson

There are aspects of working in real estate that are like gravity—invisible forces that affect everyone and everything regardless of whether you understand them. They are quietly working during every interaction, including real estate transactions. You can learn to leverage these principles to better connect with prospects and wow your clients. Or you can ignore them and wonder why you aren't getting the results you want.

Texas REALTORS® instructor EksAyn Anderson teaches Psychology of Sales and Negotiation. The CE course describes how to improve your real estate business by aligning your words and actions with key psychological principles.

"Whenever we're dealing with people, there's always an element of psychology," he says. "That's what real estate agents do all day. Knowing how to effectively deal with people will make you a better agent for your clients."

The principles Anderson teaches won't surprise you—honesty and trustworthiness, for example—but it's entirely how you use them that makes the difference.

ANSWER THE MOST IMPORTANT QUESTION

Why should prospects choose you over every other real estate agent in town? What can you say or do that will compel prospects to contact you?

Prospects will choose professionals they feel a connection with. You can foster that connection by building trust using your personal story, your values, and your actions.

Anderson tells a story of how he was the only sales agent invited to a meeting with a powerful executive in New York. Anderson's first email was one of countless forgettable messages the office received that day. His follow-up call started out equally unmemorable.

Anderson noticed how helpful the executive's assistant had been. In his second email to the executive, he started by sincerely complimenting the assistant on her professionalism.

When they met, the executive told Anderson he got the meeting

If we can listen more, we can ensure we understand their needs. The best professionals diagnose before prescribing anything.



because he was nice to his assistant. The executive relied on her as a trusted associate and gatekeeper.

Anderson's sincere appreciation built trust with the executive. The most persuasive email in the world would not have led to that meeting. An email that effectively demonstrated their shared values—in this case, appreciation for the assistant's work—did.

DIAGNOSE, THEN TREAT

Asking thoughtful questions helps you better serve clients. "If we can listen more, we can ensure we understand their needs," Anderson says. "The best professionals diagnose before prescribing anything."

Anderson gives the example of an event DJ. If a customer asks the DJ if he plays a certain genre of music, he could answer with his favorite styles or offer to play whatever the customer wants. But by asking for more information, the DJ can better tailor his response. He will then know the party guests love or hate certain genres of music.

Consider the ways that approach could benefit you in your work. Your clients tell you their top priority is a house that feels cozy. You could show them homes with fireplaces and natural materials. But what if by cozy they really mean a living room that draws people together or a home on a cul-de-sac? By asking clarifying questions, you will find out what they really mean by cozy.

CARE YOUR WAY AHEAD

Your motives will inform your actions. Clients can tell if you are motivated by money or their satisfaction with the deal.



The less pushy you are, the more successful you can be.

You aren't faking it until you make it. Your actions matter more, and your actions may change your opinion.

Anderson says the best sales agents act nothing like the salesperson stereotype: pushy, manipulative, uncaring, and money driven. He advises to be the kind of person other people want to be around. Be pleasant to work with. Be honest and caring.

"If your clients need space, tell them to take as much time as they need," he says. "The less pushy you are, the more successful you can be."

Being accommodating comes naturally when you truly want to find the best property for your clients or optimize their sale. Your clients will believe you are invested in their success. They will want to work with you through any obstacles to close the deal.

AIM FOR DELIGHT

Imagine two parallel lines. One represents expectations, the other reality.

When expectations are above reality, the distance between the lines is disappointment. When reality exceeds expectations, the distance is delight. The larger the distance, the greater the feeling.

There are many ways to set or lower unrealistic expectations when offering services. Anderson suggests finding ways to exceed expectations. The more you exceed expectations, the greater the delight.

Anderson tells the story of a time his wife particularly missed her parents. He surprised her with plane tickets to visit them. She went from no expectation of seeing them to the reality of boarding passes in hand. That distance created a lot of delight for her.

You can create delight with your real estate clients by exceeding their expectations. That can take many forms: finding a larger-than-expected home in your buyer clients' budget, providing sellers with a checklist or timeline to follow along, or even offering a cold bottle of water while touring homes on a hot Texas afternoon. Your clients will remember it.

NEGOTIATE WITH A SMILE

It's a common misconception that negotiations must be hostile and you must be a bully to hold your own. Not true, says Anderson.

Negotiations are part of dealmaking. You want to be someone that people want to deal with—now and in the future. You can still set boundaries and state your client's position with the same courtesy and professionalism you'd want others to give to you. "You can be nice

and still be a really good negotiator," Anderson says.

The best negotiations happen when people trust each other. Tapping into the principle of the golden rule helps build the trust you and your clients need to get you through the essential give-and-take of negotiations. Doing so could mean thousands of dollars knocked off a sale price or a willingness to work around inconvenient timetables. All because a connection was made.

FEELING CAN FOLLOW ACTION

How can you become invested in the success of a client or activity when your heart is not in it?

Invest anyway. Behave as you would if you were fully on board. "If you want to be successful in any relationship, make your tiny decisions every day align with these principles," Anderson says.

If you hate a particular workout but keep completing it diligently every day, in time you might grow to like it. You aren't faking it until you make it. Your actions matter more, and your actions may change your opinion.

If you dread prospecting, prospect anyway. You may not like the calls or other activities, but you may not mind them as much after some positive results.

IDENTIFYING PRINCIPLES IN EVERYDAY CONVERSATION

Once you start looking for them, you may be able to see psychological principles at work in your business.

Think of the times you exceeded expectations or solved a problem for a client. Perhaps your clients seemed friendlier or more responsive afterward. Or consider when you misspoke and communication broke down. Your clients may have become less responsive or invested afterward.

Review the situations when you soared or fell short. What did you do differently? How would you change your approach now? "If you want to get good at relationships, get good at aligning with the principles that govern relationships," Anderson says. ✨

JOE OLIVIERI is a business writer who has written for many publications, including Texas REALTOR® magazine.



TAKE THE COURSE

Psychology of Sales and Negotiation

Find and register for upcoming sessions using this QR code.

MY ASSOCIATION MY BENEFITS



SUPERCHARGE YOUR MEMBERSHIP

As a member of Texas REALTORS®, you receive thousands of dollars of value through strong advocacy to protect your interests as a real estate professional. Get even more value for your dues by taking advantage of all your benefits!

- Members-only access to 150-plus forms, contracts, guides, and model policies.
- Legal hotline to speak to an attorney about real estate topics.
- Transactions (zipForm agent edition) forms management software and unlimited e-signatures with digital ink.
- Online training for CE courses, designations, and certifications created by and for REALTORS®.
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In addition, the REALTOR® Code of Ethics and professional standards are what set you apart from license holders who don't belong to the REALTOR® association. Learn more at texasrealestate.com/benefits.

Tam C.

Member of Texas REALTORS® since 2021



Developing More Than a Shopping Center

by Joe Olivieri

Imran Bhaidani worked with the buyer and the seller, a trusted developer, to bring The Market Center at Harvest Green to life. Read about the Richmond-area deal that won the 2022 William C. Jennings Award for commercial transaction of the year.

The Market Center at Harvest Green was never going to be simply a shopping center. Imran Bhaidani saw its potential to be a hub for shopping, jobs, and community in Fort Bend County.

“We decided it was good land for retail and mixed-use development,” Bhaidani says. “The tract is also in a targeted employment area, so we told the investors we could create more jobs. It’s not just profitable in terms of development but also its economic impact.”

This new retail space would have modern amenities, such as phone and electric vehicle charging stations, and fit in with the nearby planned community’s agriculture-meets-neighborhood design.

He worked with the involved parties and stakeholders to create a project everyone could be excited about. He was even able to negotiate an agreement to keep moving forward before

utilities reached the site.

Bhaidani’s team leader, Pinky Pirani, described the transaction as not just a sale, but an innovative, methodical collaboration between the buyer, developer, and the team every step of the way.

“Imran truly considered the interests of the community and acted in an advisory capacity to build a development that would not only be

“It’s not just about investment and maximizing profit. It has to do with the emotions of the deal and those involved. It’s great to exceed your client’s expectations.”



financially viable but would also serve the needs of residents, community members, and patrons,” she says.

For his efforts, Bhaidani won the 2022 William C. Jennings Award for commercial transaction of the year. He says he was overwhelmed with the news. “It was surprising to me that I had won the award. I know it takes a lot to win the recognition.”

A Future Gathering Place

The Market Center’s location was key to its potential.

The 7.4-acre tract on Harlem Road sits at the entrance to the Harvest Green Phase 2 community, with its additional 1,400 single-family homes and four multi-family developments. The Market Center would attract residents from nearby developments Pecan Grove and Waterside Estates. More than 15,000 people live within a mile of the site.

The Market Center’s stores and restaurants would also draw some of the 1,224 students at James Bowie Middle School across the street and the 2,489 students at William B. Travis High School about 2 miles away.

The tract was poised to generate a lot of foot traffic and repeat customers, as well as occasional visitors headed to a new H-E-B supermarket and the Messina Hof Harvest Green Winery & Kitchen farm-to-table restaurant.

The tract’s status in a targeted employment area and opportunity zone meant it was eligible for significant tax credits and financial leverage.

Working Toward a Vision

Bhaidani is an agent with The B&P Team—Keller Williams Southwest in Sugar Land. The B&P Team focuses on new construction sales in subdivisions. As a result, Bhaidani has an excellent working relationship with Harvest Green’s developer, Johnson Development.

Bhaidani’s buyer client submitted a purchase offer with a mixed-use, “modern agrarian” concept. Property renderings included lawns, flowers, trees, and walkways throughout the property. The buyer worked with Bhaidani and project development consultants to understand tenant needs, triple-net leases, building characteristics, kick off site planning and set requirements with the architects, according to Pirani.

“It’s not just about investment and maximizing profit. It has to do with the emotions of the deal and those involved,” Bhaidani says. “It’s great to exceed your client’s expectations. If you are introducing new ideas, you don’t just want to get your client’s consent. You want them to be enthusiastic about the changes and excited for the retail development.”

Bhaidani hired a real estate attorney to represent the buyer and negotiate the contract. The contract was executed in the third quarter of 2021.

Afterward, consultants got to work on completing technical and financial due diligence. The buyer’s team met with city officials and plans were reviewed.

Bhaidani helped the buyer raise approximately \$10 million through accredited investors once technical and financial due diligence were completed, Pirani says. An offering memorandum along with the private placement memorandum were presented to the investors and required funds were raised within three weeks and a cash offer at closing.

Utilities were a final challenge for The Market Center. The tract did not have utilities yet and plans were underway for the site to be annexed by a nearby MUD.



“I live in the same community. We’re creating a landmark which will benefit everybody.”

“You cannot start construction until the utilities are in,” he says. “I had worked with Johnson Development in the past. I was able to explain the timeline to bring utilities to the site. I was able to negotiate a post-closing development agreement with them. It worked because we had that comfort and trust of established relationships.”

The transaction closed on January 25, 2022. An economic impact study later showed that more than 150 jobs would directly or indirectly result from The Market Center’s development.

Next Steps

The Market Center will be developed in two phases. When completed, the site will have approximately 40,000 square feet of retail space in various configurations and more than 260 parking spaces, including electric vehicle charging stations.

The first phase will be a next-generation convenience store; phase two brings 16 retail spaces including two with drive-thru capacity. The property includes benches, attractive planters, phone charging stations, and a community green space.

As of February 2023, The Market Center is still in the initial stages. “We haven’t even broken ground yet. But we recently started advertising as a pre-lease. Now people have access to what the project will be. We’ve gotten really positive feedback,” Bhaidani says.

That initial interest is very important to him. “With every retail development that you bring to market, you’re always very sensitive about how it will be received,” he says. “How will it impact our neighborhood? It’s a Class A retail development. There are a lot of kids, parents, and residents living right behind our property. How will the project work? Are they excited that a commercial project will be in their backyard?”

Bhaidani was particularly invested in the project’s success. “I live in the same community. We’re creating a landmark which will benefit everybody. All of the kids going to school and their friends see the development. Even my daughter has seen the sign and was asking about the progress. She’s excited about it.”

JOE OLIVIERI is a business writer who has written for many publications, including Texas REALTOR®.

Photo renderings courtesy of The B&P Team





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2023 TEXAS REALTORS® WINTER MEETING

More than 1,700 members—a record!—registered for the 2023 Texas REALTORS® Winter Meeting that took place in Austin in February. Chairman of the Board **Marcus Phipps** [1] kicked off the meeting's Opening Session with a time-lapse video of new signs installed at the top of the Texas REALTORS® building, across the street from the Texas Capitol. "Those people in the Capitol who look out the window? They'll know where the REALTORS® are," Phipps said.

Immediate Past Chairman Russell Berry and Texas REALTORS® CEO/President Travis Kessler asked an **Opening Session panel** of industry experts questions about the market, the REALTOR® association, housing affordability, government activity, and future trends. The panelists were NAR Immediate Past President **Leslie Rouda Smith** [2, far right], NAR Vice President of Governmental Advocacy **Joe Harris** [2, middle left], Texas Real Estate Research Center Assistant Research Economist **Clare Losey** [2, left], T3 Sixty CEO/President **Jack Miller** [2, middle right], and Texas REALTORS® Chairman Marcus Phipps.

Members enjoyed education sessions covering top trends, actionable advice, and emerging topics in real estate.

Kicking off the commercial program, Research Economist **Harold Hunt** [3] from the Texas Real Estate Research Center spoke optimistically about the state of the economy. He stated that while inflation is a concern, the consensus is the U.S. will have a mild recession—and that the Texas economy should perform better than other states. During the **Commercial Spaces & Electric Vehicle Charging Stations panel**, **Huyen Do** [4, left], Founder/Managing Partner of DROX Investment Group, **Anup Parikh** [4, middle], Owner of Pangea Charging, and **Kimberly Gray** [4, right], Founder/CEO of EVSERT, discussed the challenges and benefits of adding charging stations to rental and commercial properties. "There are opportunities in multi-family apartments, even if there are only two to three electric cars; it's a profit center," said Parikh.

The One to Four Contract session with Darian Rausch was an in-depth walkthrough of the commonly used form. For risk mitigation, he said, "It's best practice to show all three disclosure notices—TREC, Texas REALTORS®, and local—and let the seller choose which one."

"You have to make connections with people," said Socar Chatmon-Thomas, at the Building Your Referral Network: Locally and Abroad session.

She advised taking CE in other cities, states, and countries to meet and network with the local agents to get out-of-the-area referrals.

During A Deeper Dive into Errors & Omissions Insurance for Property Managers and Lease Specialists, **Barney Schwartz** [5], SVP, Assured Partners of Texas, tackled the rise of TREC complaints, the importance of multifactor authentication, emotional support animals, and more.

John Saba, an attorney at the law firm Wittliff Cutter, discussed copyright law and how members can avoid claims and litigation in Protect Yourself From Online Copyright Issues. He stated, "If you take away one thing from this session, get permission in writing and get it before photos are created."

During the **Tech/MLS Forum**, **Denee Evans** [6], CEO of Council of Multiple Listing Services (CMLS), shared best practices and resources for members who volunteer in a leadership capacity at their local MLS.

Instructor **Ginger Unger** [7] taught the Introduction to Risk Reduction course, where she walked through areas to be aware of to prevent lawsuits. There was a discussion and examples given on risks related to property management, fair housing, commercial, farm & ranch, and competency.

At the Housing Forum, Tray Bates, Texas REALTORS® Vice President of Governmental Affairs, spoke on the need to improve housing affordability and accessibility.

At the Strategic Planning Forum, Committee Chairman Brian Sales introduced the association's new strategic plan and moderated a panel discussion, with 2021 Texas REALTORS® Chairman Marvin Jolly, TREC Chairman Scott Kesner, and Texas REALTORS® Executive Vice President Mike Barnett discussing trends and issues facing the association and the real estate industry. Much of the meeting was dedicated to getting input from the audience about the value they receive from Texas REALTORS® and how the association can most effectively help members achieve success.

Attendees at the **Governmental Affairs Forum**, Overcoming Political Tribalism, learned strategies to overcome partisanship. **Stephen Hawkins** [8], Director, Research at More in Common, presented data showing the deep-rooted political divide in our country but also said the two political camps have many similarities. Former U.S. Congressman **Will Hurd** [9] (R-Helotes) talked about what that divide currently looks like in national and statewide politics. The forum concluded with awards for advocacy in 2022: the **Greater Texoma Association of REALTORS®** [10, page 24] was awarded the **Lehman Local Board Governmental Affairs Achievement Award**; **Emaly Baehr** [11, page 24]



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of the Central Hill Country Board of REALTORS® won the **Grassroots Advocate of the Year** award.

This year during the **Public Policy Forum [12]**, Public Policy Oversight Committee Chairman Jennifer Wauhob moderated a panel of Texas REALTORS® Governmental Affairs staff, who discussed real estate-related issues at the Texas Capitol. According to panelists, property tax reform and infrastructure investment will be top of mind during the ongoing 88th Texas Legislature.

Recognition for Outstanding Contributions

Texas REALTORS® honored several members, programs, and local associations for their work in 2022.

- William C. Jennings Award for commercial transaction of the year: **Imran Bhaidani, Houston [13]**
- Educator of the Year: **Socar Chatmon-Thomas, Austin [14]**
- Tom D. Morton Award for excellence by an association executive: **Ken Hogan, Abilene [15]**
- Texas REALTOR® Good Neighbor Award: **Sherri Strickland, Victoria [16, left]**
- Education, Innovation category: **REALTOR® Vet Connect, San Antonio Board of REALTORS® [17]**
- Education, Marketing category: **Down Payment Connect Series, San Antonio Board of REALTORS® [17]**
- Education, Series or Shorts category: **Market Shift Conversation Series, Austin Board of REALTORS® [18]**
- Education, Legal category: **Redefining Risk for Today's Brokerages, Houston Board of REALTORS® [19]**

Texas REALTOR® of the Year

Joanne Justice [20], from Arlington, was honored at the STARS Reception as the 2022 Texas REALTOR® of the Year in recognition of her service to the real estate industry and the community. Justice has held numerous positions throughout the years, including ARBOR president, Texas REALTORS® regional vice president, TREC commissioner, and NAR director, and has served on various Texas REALTORS® committees, including MLS, Professional Standards, and Legal Review. She is currently the NAR subcommittee chairman for Risk Management.

Justice was hooked from the first Texas REALTORS® meeting she was invited to back in 1980. After her first meeting, she started volunteering and getting involved in committees. She has loved every minute of it. Her advice to others is, "Go for the knowledge you can gain, the relationships you can make, and the growth you can have in the industry." She encourages other REALTORS® to invite their colleagues to get involved to become more knowledgeable and professional.

"Real estate is not a part-time business to me," she says. "I owe it to my clients to get what they need." She has made a point to carve out the appropriate time for encouragement, negotiations, problem-solving, or whatever else needs to be done. "Each transaction is different; you learn and grow from each one."

Although Justice has worked hard to be successful, she is grateful that the business has given her the flexibility to be there for her son. In addition, she thanks her husband for his support.

"It's a great business to be a part of. It's been a blessing. And I want to pass it on."

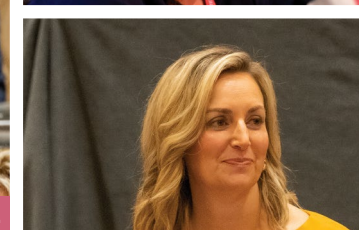
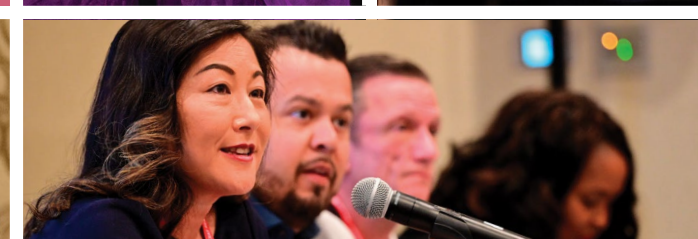
Board of Directors Highlights

The Texas REALTORS® Board of Directors met to recap committees' activity, share updates, and take actions.

Kevin Brown [21] from California, the Texas-endorsed candidate for 2024 NAR First Vice President, thanked Texas REALTORS® for the endorsement and the hospitality throughout the meeting.

NAR Immediate Past President Leslie Rouda Smith spoke of the progress on sustainability initiatives started during her term; the NAR strategic plan; progress on diversity, equity, and inclusion efforts; and consumer outreach about the value of the MLS. Texas REALTORS® CEO/President Travis Kessler honored three retiring members of the REALTOR® organization: Greater Tyler Board of REALTORS® President & CEO **Ed Moore [22]** (49 years in the REALTOR® organization); Greater Metro West Association of REALTORS® CEO Carolyn Wall (26 years in the REALTOR® organization); and Texas REALTORS® Director of Professional Development **Debra Hernandez [23]** (17 years with the association).

Due to a vacancy on the Texas REALTORS® Leadership Team, the board approved **Jef Conn [24, second from right]** as 2023 Chairman-Elect effective immediately. The board also approved **Christy Gessler [24, second from left]** as 2023 Secretary/Treasurer effective immediately. The board elected **Jennifer Wauhob [25]** as 2024 Secretary/Treasurer.



CHRISTY GESSLER elected 2023 Secretary/Treasurer

When the Texas REALTORS® Board of Directors elected 2023 Secretary/Treasurer Jef Conn to fill the vacant 2023 chairman-elect position, the board then elected Christy Gessler as 2023 secretary/treasurer. Here are a few insights she shared about the association, her business, and herself.

The following Texas REALTORS® were elected as regional vice presidents for two-year terms beginning Dec. 1: Region 1 – **Jason Ault** [a], Amarillo; Region 3 – **J.R. Martinez** [b], Greater Fort Worth; Region 3 – **Tim Schoendorf** [c], Greater Denton/Wise County; Region 4 – **David Long** [d], Collin County; Region 4 – **Bob Baker** [e], Collin County; Region 8 – **Kriston Wood** [f], Williamson County; Region 10 – **Tanya Jones** [g], Galveston; Region 11 – **Carl Leatherman** [h], Harlingen; Region 12 – **Ashley Gentry** [i], MetroTex; Region 12 – **Ed Eakin** [j], MetroTex; Region 12 – **Nancy Garcia** [k], MetroTex; Region 13 – **Lorena Pena** [l], San Antonio; Region 13 – **Sara Briseño Gerrish** [m], San Antonio; Region 13 – **Tracie Hasslocher** [n], San Antonio; Region 13 – **Marquis Williams** [o], San Antonio; Region 14 – **Cathy Trevino** [p], Houston; Region 14 – **Chaille Ralph** [q], Houston; Region 14 – **Kat Robinson** [r], Houston; Region 14 – **Mario Arriaga** [s], Houston; Region 14 – **Richard Miranda** [t], Houston; Region 14 – **Theresa Hill** [u], Houston; Region 15 – **Susie Kang** [v], Austin; Region 15 – **David Pruitt** [w], Austin; Region 15 – **Leonard Guerrero** [x], Austin; Region 16 – **DJ Mora** [y], El Paso; Kat Robinson was elected to fill an RVP vacancy in Region 14 through Nov. 30.



SECRETARY/TREASURER

CHRISTY GESSLER CRB, CRS, GRI, SFR, SRES, SRS, TAHS, TRLP

Austin | 512-818-3463 | christygessler@gmail.com

Gessler is the broker and owner of Freedom 512 Real Estate Group, an independent brokerage in Central Texas. She serves as an NAR Director and was the 2012 board president of the Williamson County Association of REALTORS®. She has served on numerous committees in the state and local REALTOR® associations. Gessler is a graduate of the NAR Leadership Academy and the Texas REALTORS® Leadership Program. She is a real estate instructor and the creator of The Dependent Agent podcast.

- We need to tout our true value as REALTORS® ... to show consumers who we really are—that we're not only out there doing business, but also educating, serving, and advocating.
- Members may not know about the depth and breadth of the research we have. Our staff and leaders put together stunningly good materials. The things we do in Texas get noticed. You hear it at the national level.
- I just took the new Risk Reduction CE course. I am really jazzed about that. Take the course when you can.
- I was taught that real estate is a referral-based business. I've always believed in the quality of the relationships instead of the quantity.
- I got into real estate because Mary Miner, who's involved in TRE-PAC, was another mom at the small private school in Austin my sons attended. And she said to me, "How about real estate?" She took me under her wing. I was a marketing manager for her for a year before earning my license. I learned the ropes from her and how to serve clients.
- Since about 2012, I've been a non-competing broker. I do residential sales and leases and refer out everything else. I've managed companies as small as eight and as large as 218.
- I don't like texting in business. I am a traditionalist. I like talking with people and following up in writing afterward.
- From age 7 to high school, I was a semi-pro tennis player. I almost went to the U.S. Open one year. Later I joined the Travis County Sheriff's Department and became the first deputized female park ranger. Whether we're talking about sports, law enforcement, or real estate, you need to cultivate a mastery of your craft through dedication and repetition, repetition, repetition.
- My husband, Brian, and I love going out in our RV. It gives me a sense of adventure. I'm working on getting to every state in the union. But you know, just getting in the RV and going to the Highland Lakes is my favorite. I can notice the open spots in my schedule and sneak out there. I like to wander, to get out on the open road, and put on some good music.



2024 REGIONAL VICE PRESIDENTS

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MAKE LIFE EASIER WHEN YOU SELL YOUR HOME ... CALL AN EXPERT

Sure, you *could* try to sell your own home.

You could gather as much market data as possible and try to determine the best asking price. You could decide what else you might do—paint or landscape or remodel?—to maximize the property's appeal and value. You could get the word out to as many people as possible that your home is for sale. You could field all calls from buyers and their agents, schedule showings, and answer people's questions. You could assess offers and make counteroffers. You could figure out how to respond to the buyer's requests and questions, and keep on top of deadlines. You could research how to avoid missteps that would lose you money, put the transaction at risk, or lead to a lawsuit.

Yes, you *could* do all that and eventually close the deal ... *or* you could hire someone to make your life easier.

By hiring a REALTOR®, you get a trustworthy, qualified professional helping you with your home sale. Your REALTOR® knows the ins and outs of your local market and can guide you to a successful closing.

With exclusive access to the most accurate market data and more than 150 real estate forms, your REALTOR® will ensure you have the information and tools you need to accomplish your goal. Your REALTOR® also has professional contacts in the industry who can help you with every aspect of the transaction.

You won't have to wonder what is happening or what comes next. Explaining what's going on is all part of the job.

Selling your home is not only the largest financial transaction you'll ever do—it can be one of the most stressful and complex ones as well. Why go it alone when you can have an advocate on your team? Your REALTOR® is here to help and bring you peace of mind.



TAKE 5

POLITICS AFFECT REAL ESTATE. YOU CAN HELP.

Getting involved in the political side of real estate helps your clients, fellow REALTORS®, your industry, and all of Texas. The more REALTORS® who participate, the better the political climate will be for property rights and the real estate industry. And that helps everyone.

What are you waiting for? Get involved today with these strategies.

PARTICIPATE IN REALTOR® DAY AT THE TEXAS CAPITOL

Come to Austin March 22 and advocate for the real estate issues that matter to you and your clients. During REALTOR® Day at the Texas Capitol, thousands of REALTORS® and association representatives will connect with state lawmakers and lawmakers' staff to discuss important real estate topics.

MEET THE CANDIDATES

Do political hopefuls support the real estate industry? Participate in the candidate interviews at your local board and help decide which political candidates support property rights and deserve TREPAC support.

APPLY TO JOIN A COMMITTEE

Which issues should the association work on? You can help chart the course with your firsthand experience. The association needs to hear from members from every corner of the state. Texas REALTORS® accepts applications to more than two dozen committees, such as the four Public Policy committees: Business Issues, Infrastructure, Taxation, and Land Use. Consider listing more than one committee you'd like to serve on in case the association cannot connect you with your top pick.

STAY CURRENT ON WHAT'S HAPPENING

Get the latest information by signing up for the Legislative Liaison newsletter at texasrealestate.com/liaison.

ADDRESS LOCAL ISSUES

What happens in your market can affect real estate statewide. If you think a proposed local ordinance could set a bad precedent—or if you think one could help real estate—inform the Texas REALTORS® Issues Political Action Committee. TRIP can offer funding or association assistance. Contact trip@texasrealtors.com.

And Of Course, Vote!

In every election, REALTORS® go to the polls in huge numbers. That keeps real estate a priority in the minds of elected leaders. Be sure to review REALTOR® election guides to learn which candidates have earned REALTOR® support.

Yes, our culture does make a difference.

You'll never feel alone when you are with Weichert®. We believe a positive, encouraging environment is key to success. You'll be plugged into a skilled team who wants to see you succeed and motivate you to be your best. You'll be recognized for your achievements with annual awards. You'll get up-to-date information, weekly webinars, in-person workshops, and Weichert University support to help you grow. Don't settle for good enough. Go for great. Give your local Weichert office a call today or visit jobs.Weichert.com



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**THE LAST DATE TO FILE
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