

Is Your AI Hallucinating? p. 6

Selling Unique Properties p. 14

TEXAS REALTOR®

SUCCEED IN TEXAS REAL ESTATE

JANUARY/FEBRUARY 2025

2025 Chairman **CHRISTY GESSLER**

*is prepared
to serve* p. 18



**PROPERTY OWNERS WIN
STATE SUPREME COURT CASE WITH
TEXAS REALTORS®' SUPPORT** p. 12

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Be nice to this person, and watch your career improve

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3 Words That Can Change Your Life



As an independent broker with 10 agents, growing 11 small businesses simultaneously is an ongoing challenge for me. I am constantly seeking ways to connect with each agent while offering sound business development advice to the team.

After being an active broker/owner of both a very large franchise

firm and now a small independent brokerage, I have learned that there are countless business models that agents use. My job is to ensure *all* models used in my brokerage are legal, ethical, and compliant. It's like being an orchestra conductor, guiding each individual while trying to keep the company on track to play beautiful music together.

Recent events have created new challenges for brokers of all sizes of firms. The NAR settlement requires a laser-focused approach to adhere to the new rules. We also have experienced a significant market shift. Despite all of that, one thing remains true: We serve people—*all kinds of people*. Sometimes I joke that this job would be so much easier if it weren't for the people in it! (That's my dry Scots-Irish humor coming out.) The fact is that REALTORS® would be nothing without the people we serve. It's a primary reason many of us got into this business. So at a recent business planning clinic for my agents that I host every year, we discussed strategies to grow their businesses in tougher times while serving people at a high level. I'd like to share with you the same message I delivered to them: *Just one more*.

Imagine the results you can achieve if you just have one more conversation, engage one more professional growth strategy, send one more notecard, deliver one more item of value to a client, say one more prayer, perform one more set of reps in the gym. You get the idea! Doing *just one more*—especially on those hard days—can ignite your business in 2025. This is my approach and what I encourage all REALTOR® association leaders to do, too. Because the best part of all of it is when you can sit back and say, "I just achieved one more goal!" That's good stuff.

CHRISTY GESSLER
2025 Chairman



ONE MORE THING...

"She who is brave is free." I saw this quote on a cute keychain at a local boutique and was struck by the statement's simplicity and power. I've had a challenging road in life, as have many people. This quote told me that if you are brave and believe in yourself, you can do anything—therefore, you are free!

Following the lead of the one-and-only Taylor Swift, I had custom friendship bracelets made that say BRAVE*FREE. I've given one to every female leader I've installed as a local REALTOR® officer. It's a great feeling to share a powerful statement with leaders aspiring to serve their colleagues at a high level!

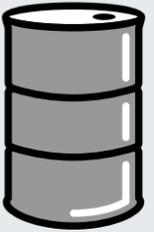
BIG PICTURE

Find research and statistics at texasrealestate.com/research

1  **58%** of people living in Texas in 2023 were born here. Louisiana had the highest percentage (77%) of native residents and Nevada had the lowest (27%).

2  **Top Reasons Buyers Choose A Specific Home**

- OUTDOOR SPACE
- MORE SQUARE FEET
- QUIETER AREA

3  **TEXAS LEADS THE U.S. IN CRUDE OIL PRODUCTION (43% OF NATIONAL TOTAL) AND WIND-POWERED ELECTRICITY GENERATION (28% OF NATIONAL TOTAL).** 

4 **Texas is one of only 15 states without a real estate transfer tax.** 

5 **DECEMBER 2024 - TEXAS HOME SALES**

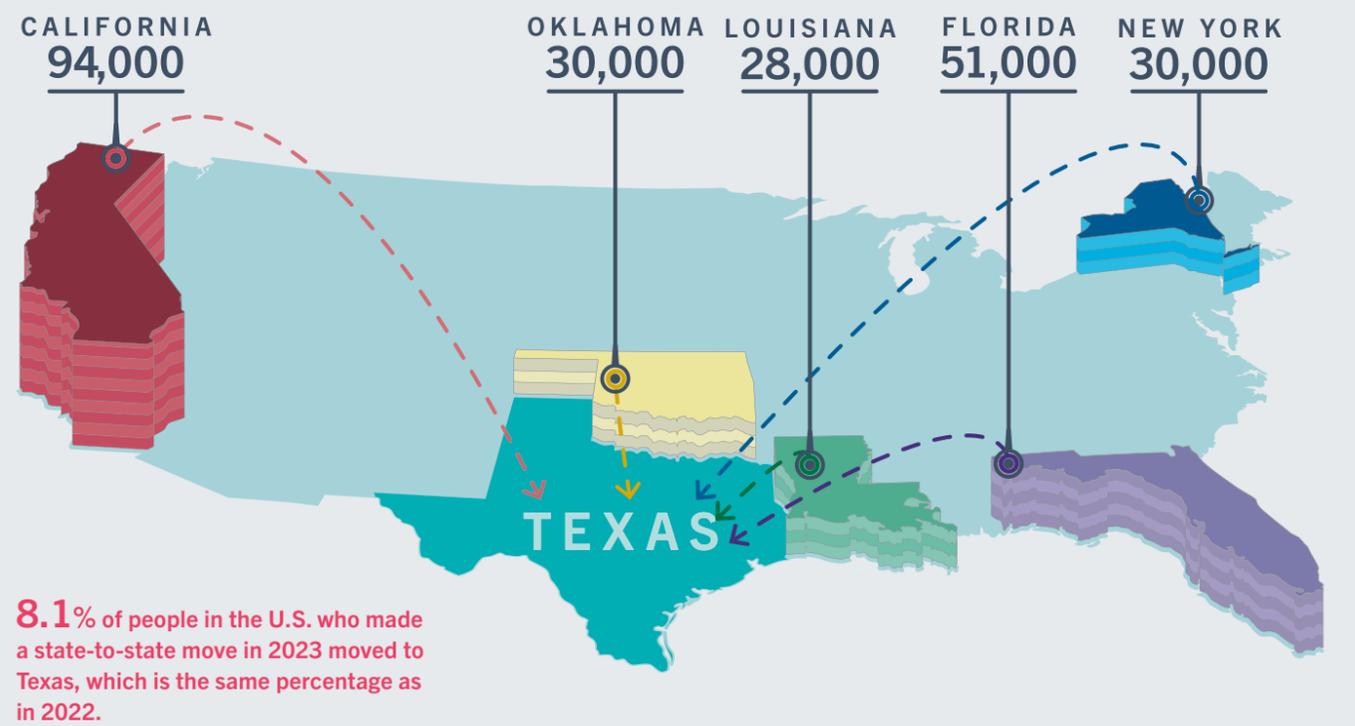
- \$340,000** MEDIAN PRICE (Up 1.5% YoY)
- 26,402** CLOSED SALES (Up 12.5% YoY)
- 4.2 MONTHS** INVENTORY
- \$174/SQ. FT.** MEDIAN
- 93.8%** RATIO OF CLOSING TO ORIGINAL LISTED PRICE

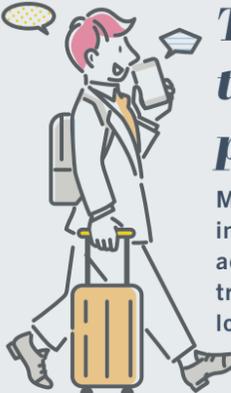
6 **REALTOR® is the #1 dream job in Texas** based on the number of Google searches combined with terms like *become a* and *how to be a*. REALTOR® came in ahead of travel agent, nurse, firefighter, and ultrasound technician.

7 **If Texas were a country,** it would have the eighth-largest economy in the world, ahead of Canada and Russia.

8 **18.6%** Average rate for a 30-year mortgage in October 1981

STATES WITH THE MOST PEOPLE MOVING TO TEXAS IN 2023



9 **Texas was the top state that young, higher income people moved to in 2021-22.** 

More than 5,000 households aged 26-35 with adjusted gross income of at least \$200,000 came to the Lone Star State, according to IRS records. The net increase in Texas (1,660) trailed only Florida (1,786). While California had the biggest loss of these households (10,637), the Golden State's total of more than 184,000 young, high-earning households surpasses the Texas number of approximately 66,000.

10 **MARKETVIEWER IS YOUR EXCLUSIVE ACCESS TO ACCURATE REAL ESTATE DATA YOU CAN CUSTOMIZE AND SHARE**



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SOURCES: 1) U.S. Census Bureau, 2) NAR 2024 Migration Trends, 3) U.S. Energy Information Administration, 4) PropertyShark, 5) MarketViewer, 6) BeamJobs.com, 7) Texas Comptroller of Public Accounts, 8) Freddie Mac, 9) Texas REALTORS' Fall 2024 Texas Relocation Report, 10) SmartAsset

INSIGHTS

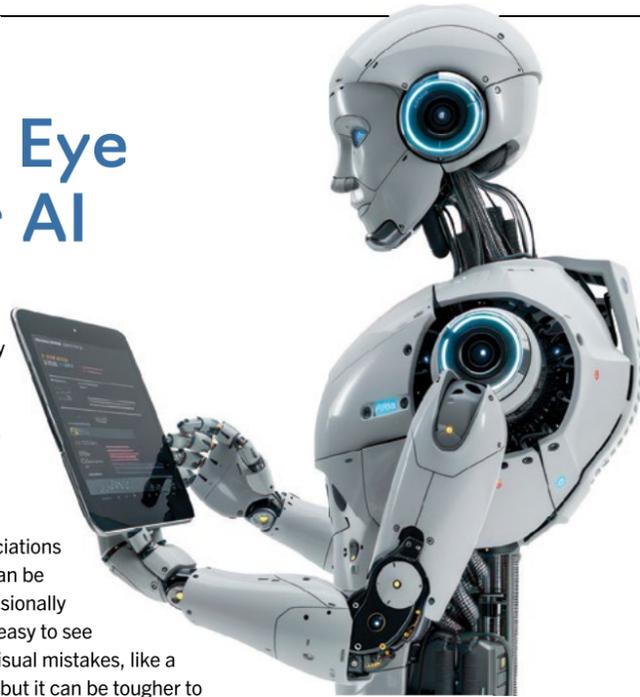
Keep a Careful Eye on Your AI

Would you employ an assistant who was dazzlingly quick and resourceful, but who regularly—and confidently—told you things that weren't true? If you use a chatbot or other artificial intelligence, you already do.

AI programs make associations between data in ways that can be unpredictable and that occasionally produce bizarre results. It's easy to see when generative AI makes visual mistakes, like a hand with too many fingers, but it can be tougher to spot errors in text. When AI produces material that doesn't match reality, it is called an AI hallucination.

How often do AI hallucinations happen? According to research from Vectara, a company that evaluates AI performance, AI hallucinates up to 30% of the time. Some platforms are much more reliable than others, but all of them can produce false or misleading results.

Some famous examples include ChatGPT making up legal cases, which caused trouble for the lawyer who referred to the fake precedents in court, and Google's Bard chatbot falsely claiming in its first demonstration that the James Webb Space Telescope took the first pictures of a planet outside our solar system—something that happened more than 18 years before the telescope was launched.



What does this mean for using AI in your business?

AI can be a wonderful time-saver for repetitive tasks, but ultimately you are responsible for any of its output that you use. Remember, TREC rules specify that license holders must exercise "prudence and caution so as to avoid misrepresentation, in any way, by acts of commission or omission." They also prohibit any advertisements that are misleading, likely to deceive the public, and those that create a misleading impression. Article 12 of the Code of Ethics also charges you with presenting a true picture in your advertising, marketing, and other representations. So, make sure that you fully supervise and vet anything your AI "assistant" produces.

WELCOME TO THE REDESIGNED TEXAS REALTOR®.

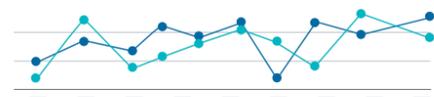
You'll find a lot that is familiar in these pages, but you'll also see changes to make your magazine an even more valuable information source for you. The updated look enhances readability and provides additional ways to get important information quickly, so you can get back to business. We welcome your input, story ideas, and other comments about the magazine at editor@texasrealtors.com.

MARTY KRAMER,
Editor-in-Chief



Find details on how to create sharable infographics from MarketViewer on page 27.

Get sales stats on lots, land, and farm & ranch properties



You can now use **MarketViewer**—the data portal exclusively for Texas REALTORS®—to access market data on farm & ranch properties, lots, and land.

To view land, lots, and farm & ranch data, visit texasrealestate.com/marketviewer, choose a Local Association, and select County as the Market Type. Under Property Type, you can choose all land categories or narrow down results to only farm & ranch properties or lots and land.

What to Keep in Your Car

Your car is your mobile office and home base. You may not have a use-or-space-for all of these items, but check out these suggestions to consider what is important to you and your clients.



SEE THE SIGNS

Yard signs might need freshening up. Have extra hardware and replacement parts on hand, along with cleaning wipes, a permanent marker, aallet, and maybe even a small shovel.

SHED SOME LIGHT

A high-powered flashlight can help you check out dark areas of a property, see to change a burnt-out bulb, or provide a better option than your phone flashlight if you experience car problems at night.

BE A LABEL MAKER

Bring key tags to put on keys you get from clients. Keep materials ready to make any small signs you might need. And if you wear a nametag in professional settings, have an extra one available.

CLEAN UP

What if you arrive before a showing to find it not quite show ready? Reach for your handy cleaning supplies, like wipes, stain stick, melamine foam erasers, paper towels, window cleaner, stainless steel appliance cleaner, lint roller, gloves, trash bags,

and pet waste bags. Wasp spray can also clear the path of uninvited pests.

FIX QUICK

Small repairs won't be a big deal, if you have a tool kit with you. Throw in some zip ties, a Swiss Army knife, WD-40, and various kinds of tape, in addition to standards like a hammer, pliers, wrenches, and screwdrivers.

PUT IT ON PAPER

Keep a small file box or accordion folder to organize paperwork that you don't have electronically or that you might need in case of technical glitches. You can also use it to store listing packets, marketing materials, blank paper, printed maps, business cards, and pens.

BE IN CHARGE

A power bank and USB cords to charge your phone are essentials. You might also consider a power inverter, so you can plug in other devices or charge a laptop.

SHINE IN THE RAIN

Showers won't dampen your clients' spirits if you're ready

with a big umbrella, disposable ponchos, and other wet-weather gear.

GET ON THE ROAD AGAIN

Some car care items could get you or a client back on the road. Jumper cables, a tire pressure gauge, air pump, motor oil, a funnel, coolant, and wiper fluid may save you a trip to the garage. Have your roadside assistance card on hand or on your phone, too, in case you need more help.

GO ABOVE AND BEYOND

Dog treats, colored pencils and coloring pages for the kids, antibacterial hand wipes, water, and snacks to share are all thoughtful touches that clients may appreciate. A well-stocked first aid kit can also be a great comfort, though you hope it won't be needed.

REMEMBER SELF CAR(E)

Be kind to your future self by stocking up on portable comforts and conveniences. Bring a change of clothes and shoes, toiletries, a jacket, sunscreen, bug spray, breath mints, water, and plenty of healthy snacks.

Is Your Website Really Your Own?

Agents who rely on only their broker's site—or none at all—could be missing out.

If you changed brokers tomorrow, would your website go with you, or would you have to start all over? Many agents are content with a page on their brokerage's website. But without a web presence that you own and control, you may be missing an opportunity to establish an enduring personal brand online.

NAR's 2024 Member Profile shows that nearly 30% of REALTORS® don't have a website. Yet a web search is often a potential client's first step when considering working with an agent. A site that represents you well can make a great early impression. And once you form a business connection, it's easier to stay in touch if clients know there's a place online where they can always find you.

NAR members have the option of buying a .realtor domain, which comes with a simple website for about \$40 a year, after a free first year. Agents can use the included template to collect customers' contact information, link to social media accounts, provide testimonials, and add an image gallery, all without knowing how to build a website.

If you are comfortable with web design—or can hire someone who is—there are even more options. But a site doesn't need all the bells and whistles to be effective. Starting simple is better than not starting at all, if you'd like to have a place on the web you can call your own.

Find Your Focus by “Eating the Frog” (and Other Time Management Techniques)

Would you like some help setting aside distractions and focusing on your work? Try these methods of organizing your time and tasks:



Eat the Frog

What’s the toughest thing you need to tackle today? It’s not always the most difficult task, but it’s the one you least want to do—the one that will hang over your head and sap your attention until it’s done. In this technique, that’s your “frog.” The name comes from a quote attributed to Mark Twain: “If it’s your job to eat a frog, it’s best to do it first thing in the morning. And if it’s your job to eat two frogs, it’s best to eat the biggest one first.”

Taking on your least appealing duty immediately gets it out of the way, leaving room for more pleasant work. Making a habit of “eating your frog” also builds your confidence that you can handle tough things. If you are more motivated by thinking in positive terms, your “frog” could be the single thing that you would feel most satisfied to have done by the end of the day.

Pomodoro

Big tasks can seem so daunting that you don’t know how to start. Planning too much can even backfire if you get bogged down in making lists. The Pomodoro method shifts the focus to the time you put in, not the results you get.

Named for a tomato-shaped timer, a pomodoro (Italian for tomato) in this technique is a 25-minute block of time. You set your timer, work for 25 minutes, then take a 5-minute break. After four pomodoros, take a longer break of 15-30 minutes. If you are interrupted in the middle of a pomodoro, restart the timer for another 25 minutes.

Time Blocking

It’s easy to feel overwhelmed by the sheer number of small-but-important things you need to do. If you end up expending a lot of mental energy just keeping track of it all and switching inefficiently between unrelated tasks, time blocking might help. In this technique, you group similar tasks into batches and identify times to work on them.

You might set aside a block of time for cold calls and lead generation. You could also have a regular time or times each day when you answer emails. Maybe you have a vague, scattered feeling that you should be doing more on social media. If so, assign a block of time for checking and posting to all your platforms, then leave it alone until the next day.

Review and Revise

Whether you block out times to work on similar tasks or set a timer or eat a metaphorical frog, actively using a time-management technique can help you take control of your day. Try checking in with yourself in the evening to see how the method you chose worked for you and to refine your approach for the next day. By deciding how you will structure your attention and your time, you can move from simply reacting to events to directing a schedule that boosts productivity and your sense of well-being.

representative, asking him to vote NO when this bill comes up for consideration.
 House Bill 954 provides for a tax of from 5% to 8% on gross rental income. This bill was introduced by Jackson of Cass. A tax of 5% will be levied against gross rental income above \$2,500 and not in excess of \$10,000, 7% tax on rental income of from \$10,000 to \$50,000, and 8% tax on all gross rental income above \$50,000. This tax will be levied against all rental income whether it be from farms, ranches, industrial, commercial, or residential properties. Penalties for failure to report tax vary from \$10 to \$500 per day plus an additional tax for each day overdue. This bill is worse than rent control ever was and if passed would naturally increase rents of those in the lower income bracket as well as business firms throughout the state. Since this

FROM THE ARCHIVES APRIL 1955

Seventy years ago, REALTORS® helped defeat a bill proposed in the 54th Legislature that would have placed a tax as high as 8% on gross rental income. The bill never made it out of committee.

As always, Texas REALTORS® is actively reviewing legislative bills that have already been filed and will be highly engaged at the Texas Capitol during the 89th Legislature to promote beneficial bills and work against harmful ones. Learn about the association’s legislative priorities at texasrealestate.com/issues.

DEFINE THIS



fiduciary

relating to the responsibilities of a person who acts in the best interests of another person.

Texas Real Estate Commission rules [Section 531.2 Fidelity] state: “A license holder, while acting as an agent for another, is a fiduciary.” Among other obligations defined by TREC, a license holder in a fiduciary relationship must place no personal interest above that of the client.

What Happens at Texas REALTORS® When Legislators File Bills?



On November 12, 2024, legislative bill filing opened at the Texas Capitol, and by the end of the day, more than 1,500 bills had been filed. At press time, 2,598 bills have been filed. The policy/lobby team at Texas REALTORS® monitors bills daily, tracking those that the association will support or oppose. They continue to work with legislators to advocate for the association’s priorities and the real estate market—and to communicate the impact that legislators’ filed bills could have on their constituents and the real estate market.

Rest assured that Texas REALTORS® will continue to monitor and track new bills filed by Texas legislators during the 89th Legislature.

To see for yourself what bills are being filed, visit The Texas Legislature Online at capitol.texas.gov.

You can follow the association’s advocacy efforts on X at [@TXRealtors_GA](https://twitter.com/TXRealtors_GA).

Want the latest advocacy news from Texas REALTORS®? Email recap@texasrealtors.com to subscribe to the RECAP email newsletter.



Texas REALTORS® names Mike Barnett President and CEO

Mike Barnett has been selected to serve as Texas REALTORS® President and CEO after Travis Kessler’s retirement March 31. Barnett has held the position of Executive Vice President at the association for the past 12 years and previously served as Director of Political Affairs.

Among Barnett’s many roles as Executive Vice President, he directed financial operations, managed the strategic planning process, and facilitated leadership development at local associations.

“Mike is poised to lead Texas REALTORS® to build on our legacy of excellence and drive innovation for the future,” Kessler said. “Under his leadership, this exemplary organization will continue to set the standard for REALTOR® associations nationwide. Mike’s vision, dedication, and proven

leadership will undoubtedly benefit REALTORS® across Texas, helping them navigate challenges and seize opportunities in an ever-evolving industry.”

The selection was the culmination of a 10-month search by a member task force and a unanimous vote by the Texas REALTORS® Executive Board.

“I am deeply honored and humbled,” said Barnett. “My deepest gratitude and respect go to Travis Kessler for his many years of dedicated service to the organization, leading Texas REALTORS® to unparalleled member service and advocacy for the real estate industry. Texas REALTORS® has been a driving force in empowering professionals and protecting property rights. I am excited to build on that legacy and lead this extraordinary organization to even greater achievements.”

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ISRAEL SUSTER, Attorney

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LEGAL



Buyer agent compensation is now addressed in numerous forms. Which form should I use?

The Texas Real Estate Commission recently adopted changes to the sales contracts that impact how members use the Texas REALTORS® compensation agreements: *Compensation Agreement Between Broker and Owner* (TXR 2401) and *Compensation Agreement Between Brokers* (TXR 2402).

What changed?

TREC amended Paragraph 12A(1)(a) (Seller's Expenses) and 12A(2) (Buyer's Expenses) of the sales contracts to clarify that each party pays the brokerage fees that they each have agreed to pay. New language in Paragraph 12A(1)(b) allows for a specific seller contribution to be applied to the buyer's brokerage fees.

What form do I use if the seller is willing to pay buyer's broker fees directly (not through the listing broker)?

If the seller agrees to contribute an amount to be applied to the buyer's brokerage fees, the parties should complete Paragraph 12A(1)(b) in the TREC sales contract. The *Compensation Agreement Between Broker and Owner* (TXR 2401) is not needed if 12A(1)(b) is used. Using *Compensation Agreement Between Broker and Owner* and completing 12A(1)(b) creates a duplicate obligation for the seller to pay those fees. The form creates a contractual obligation between the seller and the buyer's broker *outside* of the sales contract and would be appropriate in the case of a for-sale-by-owner transaction or another scenario where

compensation between a seller and buyer's broker is handled outside of the sales contract.

For example, if the seller has checked box Paragraph 5B, Broker's Fee (without compensation for other broker) on the *Residential Real Estate Listing Agreement, Exclusive Right to Sell* (TXR 1101), the seller can later negotiate an amount the seller is willing to pay the buyer's broker and use Paragraph 12A(1)(b) of the sales contract to allow for a specific seller contribution to be applied to the buyer's brokerage fees.

What form do I use if the seller did agree to pay buyer's brokerage fees through the listing broker at the time of listing?

If the seller has checked box Paragraph 5A, Broker's Fee (with compensation for other broker) on the *Residential Real Estate Listing Agreement, Exclusive Right to Sell* (TXR 1101), the listing broker and buyer's broker should complete a separate written compensation agreement

I have a written buyer's representation agreement with my client. The seller is offering buyer's agent compensation in an amount that is higher than what my buyer client agreed to. Can I amend my buyer-representation agreement to reflect the higher amount?

NAR's website states: "You should not amend an agreement for the sole purpose of 'matching' an offer of compensation that is greater than what you and your buyer agreed to. Any amendment must have a legal basis and a fully informed buyer that agrees to amend."

NAR's guidance also applies to amending the agreement to accept a bonus for the buyer's broker. For example, if the buyer is switching from showing to full-services representation, the compensation amount in the buyer-representation agreement could be amended to reflect that change in services.

COMPENSATION IN FARM & RANCH TRANSACTIONS



Note that the *Farm and Ranch Contract* (TXR 1701) has additional broker compensation provisions separate from Paragraph 12A(1)(b). Be sure these provisions are accurately completed to avoid conflict with any amounts listed in Paragraph 12A(1)(b) for payment of brokerage fees.

to formalize the payment of compensation by the listing broker to the buyer's broker. Texas REALTORS® *Compensation Agreement Between Brokers* (TXR 2402) can be used for this purpose and the Disclosure Paragraph on the Broker Information page of the TREC sales contracts can be completed to reflect this agreement. The parties should not use Paragraph 12A(1)(b) of the sales contract in this scenario because the listing broker is paying the buyer's brokerage fees through the separate broker compensation agreement. Paragraph 12A(1)(b) should only be used when the seller agrees to pay the buyer's brokerage fees directly.

When should I fill out the Disclosure Paragraph on the Broker Information page of the TREC sales contracts?

The Disclosure Paragraph should only be filled out if the listing broker has agreed to pay the buyer's broker in a separate agreement such as *Compensation Agreement Between Brokers*. If the parties negotiated an amount the seller will pay to be applied to buyer's brokerage fees in Paragraph 12A(1)(b), that amount should *not* be entered in the Disclosure Paragraph, as it is already in the contract.

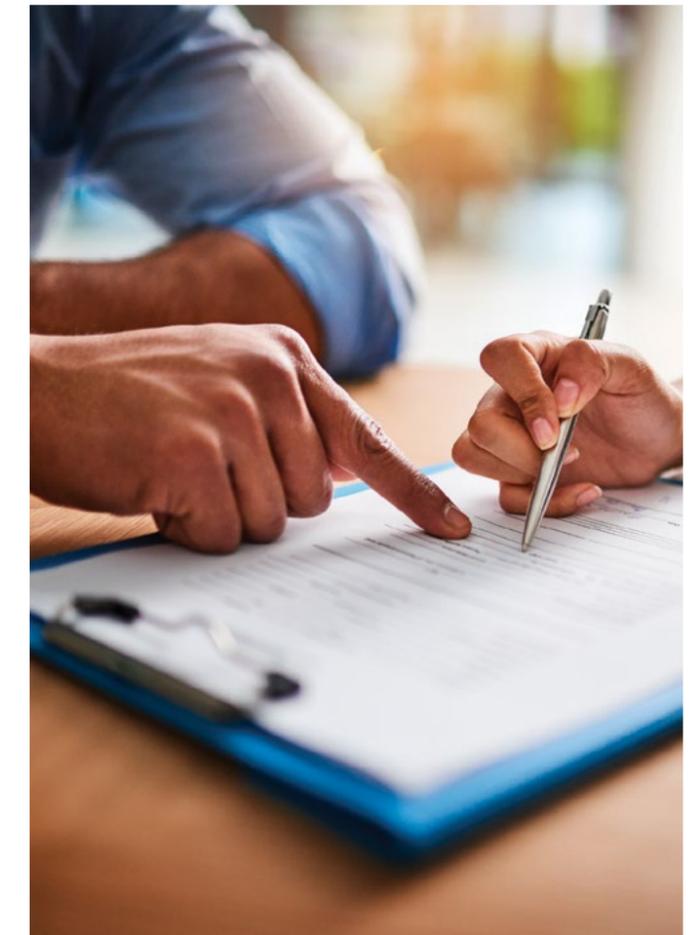
What form do I use for compensation as the buyer's agent when I am intermediary?

When the broker is acting as intermediary, compensation may be covered by the listing agreement if the seller agreed to 5A, Broker's Fee (with compensation for other broker) on the *Residential Real Estate Listing Agreement, Exclusive Right to Sell* (TXR 1101). If the seller instead checked 5B, Broker's Fee (without compensation for other broker), the parties can negotiate the seller paying an additional amount to be applied to buyer's brokerage fees and the parties should complete 12A(1)(b) of the sales contract.

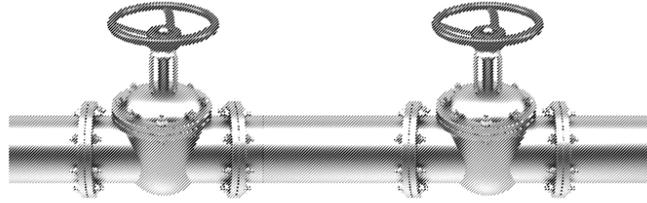
Code of Ethics Amended to Address REALTOR®'s Interest in Property

Last November, the National Association of REALTORS® Board of Directors and Delegate Body approved changes to Article 4 of the Code of Ethics. While this duty previously existed, the changes provide needed clarity for REALTORS® to disclose in writing if they have a present or contemplated interest in a property for sale or lease. A new standard of practice further clarifies that the duty to disclose applies when REALTORS® represent themselves, a member of their immediate family, their firm or any broker or agent thereof, or an entity in which the REALTOR® or the REALTOR®'s immediate family has a legal interest. REALTORS® are not required to disclose the identity of the client or customer nor the specific nature of the interest. The changes were effective January 1, 2025. Here is text of the new Article 4:

REALTORS® who have a present ownership interest in property for sale or lease, or contemplated interest to purchase or lease property, must disclose in writing the existence of such interest to all parties to the transaction prior to a party signing any agreement.



Property Owners Win State Supreme Court Case with Texas REALTORS® Support



The Texas Constitution requires adequate compensation to a landowner for a taking of private property for public use. What evidence a court can consider to determine “adequate compensation” was a major point of contention in a case that made its way to the Texas Supreme Court. HSC Pipeline Partnership wanted to use a pipeline easement across the land of a private owner (the Hlavinkas), but the parties were miles apart on the value of the easement.

The trial court found that Terry Hlavinka’s testimony estimating the value of the land for the easement at \$3.3 million—based on other sales the Hlavinkas made to pipeline companies—was inadmissible. Instead, the trial court agreed with the pipeline company’s valuation of only \$132,293, which was derived from the land’s agricultural-use value.

The Hlavinkas appealed all the way to the Texas Supreme Court. With the support of a friend-of-the-court brief from Texas REALTORS®, the Texas Supreme Court agreed with the Hlavinkas and sent the case back to the trial court with the order to allow the property owner’s testimony to be considered. In October 2024, a Brazoria County jury awarded the Hlavinkas \$2.7 million for the value of the easement.

The Texas REALTORS® Legal Fund provides financial support or other types of legal assistance for litigation issues that have statewide impact for the association’s members and real estate consumers. Learn more about the Legal Fund and find an application at texasrealestate.com/legalfund.

SCAN THE CODE TO VIEW THE FULL TEXAS SUPREME COURT DECISION ON HLAVINKA V. HSC PIPELINE PARTNERSHIP, LLC.



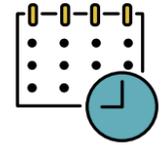
My client used the Texas REALTORS® form Commercial Contract—Improved Property (TXR 1801) to make an offer on a property. The seller rejected the offer. The seller’s agent said that because the seller was selling the property “as is” and was not going to do any repairs, my buyer-client’s request for a feasibility period was not necessary. Does my buyer really have to forego a feasibility period simply because the seller says he won’t make any repairs regardless of what an inspection turns up?

NO. When using the Texas REALTORS® Commercial Contract—Improved Property, all buyers purchase property in its present condition, or “as is,” at the time of contract execution except when specific repairs are listed in Paragraph 7A.

Even if the buyer’s offer lists no repairs in Paragraph 7A, that does not automatically prevent the buyer from securing a right to inspect the property and possibly terminate the contract under the terms of Paragraph 7B, the Feasibility Period Paragraph.

While a seller could refuse to sign a contract that permits a buyer to have inspections and a right to terminate under a feasibility period, the seller should carefully consider such a decision. Forcing a buyer to waive these rights might increase the seller’s risk of a subsequent claim of withholding information about the condition of the property. Furthermore, some buyers may be reluctant to buy a property without a right to inspect the property and terminate the contract if not satisfied that the property meets their expectations. One additional point worth noting is that granting the buyer’s feasibility period does not obligate the seller to do any repairs.

You can bring up these points with the seller’s agent to see if the seller will reconsider and allow your client to resubmit the offer with a feasibility period.



WHEN COUNTING DAYS for a performance item in a TREC-promulgated contract, the effective date can be thought of as Day 0, with the day after the effective date counting as Day 1. Other contracts may work differently.



ALL REAL ESTATE TEAM NAMES MUST END WITH TEAM OR GROUP and must not include any terms that could give the appearance that the team is offering brokerage services independent from the sponsoring broker, such as *brokerage, company, or associates*. Team names must be registered with TREC by your broker before you use that team name in advertising. Also, your broker must notify TREC in writing within 10 days after you stop using the team name.

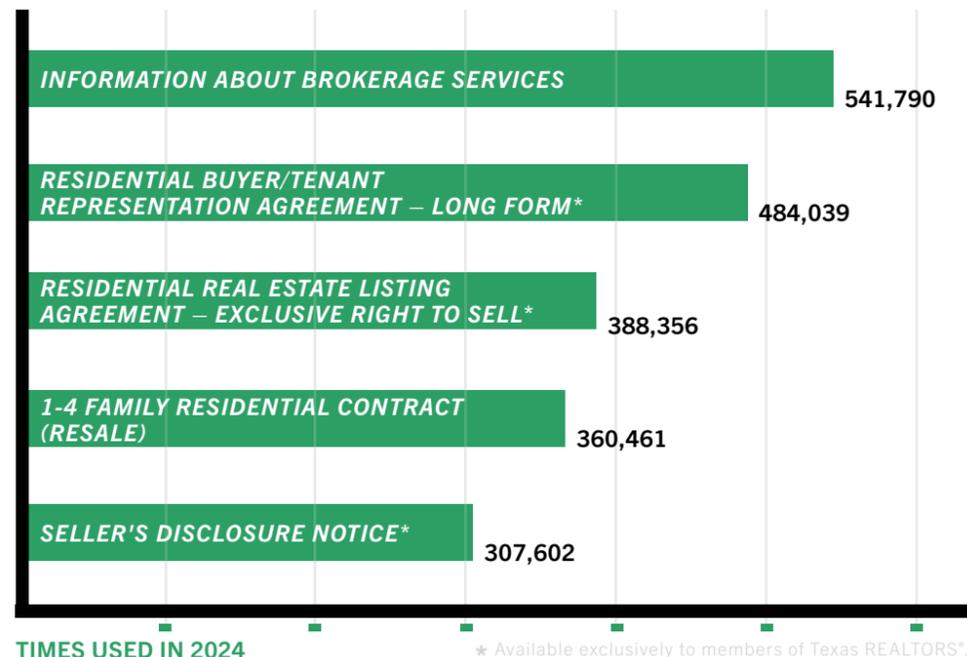


THE TEXAS REALTORS® LEGAL HOTLINE is your exclusive access to talk to an attorney who can provide real estate information about forms, laws, and regulations. Call 512-480-8200, M-F (excluding holidays) from 9 a.m. – 4 p.m. Central.

YOUR FORMS

Commercial landlords and tenants may use the **Commercial Lease Rent Forbearance Agreement** (TXR 2126) as a way to amend the **Commercial Lease** (TXR 2101) to give the tenants more time to pay late rent and other debts. If the tenants follow the payback schedule and fulfill all debts, the tenants may continue to occupy the space and landlords will not pursue legal action against tenants for late payments. **Commercial Lease Rent Forbearance Agreement** can be used with commercial contracts and is one of more than 40 commercial forms exclusively available to members of Texas REALTORS®.

Most used forms in zipForm by Texas REALTORS® members in 2024



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A CAVE, A DOME, AND A VERY GREEN HOME

Members share stories of their most unusual sales.

BY KELLIE BARTLETT



Photo: ©AA Studios - stock.adobe.com

Some houses stand out from their neighbors in an undeniable way. They aren't just larger or newer or painted purple; they are of a different kind entirely, like a converted church, a grass-roofed home built into a hillside, or a fanciful castle-like construction. Agents can expect challenges with the sale of such unusual homes. How do you find potential buyers who value the unique aspects of the property? Will appraisers, lenders, and insurance companies be willing to work on this sale? Where do you look for guidance if no one in your brokerage has sold a house like this before? Texas REALTORS® members shared the stories of their most unusual sales and gave their advice for agents in similar circumstances.

4 bed, 3 bath, 1 cave

In her spare time, Lori Largen, agent with JB Goodwin, REALTORS® in San Antonio, leads tours at Bracken Cave, which houses the largest bat colony in the world. "I've always been fascinated by caves," Largen says. So when she had the opportunity to list a house with its own underground caverns, she was thrilled.

The 2.5-acre property is near Natural Bridge Caverns, and the home's cave, accessed through stairs beneath a hatch in the yard, is reminiscent of its grand neighbor, on a smaller scale. The 30-foot-wide main chamber has intricate stalactites, stalagmites, and soda straws.

The sellers first suspected there was a cave under their property when they were building the house and discovered a small hole in the yard that blew air. A decade later, they excavated it with the help of cave experts. And

there is more for the new owners to explore if they want to continue the work. "Under the main room there's another cavern that they think is two or three times bigger than the largest room," Largen says.

When listing and advertising the house, she featured the cave prominently. Soon her clients had a couple of offers.

After they accepted an offer, Largen says a popular social media account that features unusual properties discovered the listing. "After that, oh my gosh, I had so many people who wanted to buy it sight-unseen," she says. She has a list of nearly a hundred stories and videos about the cave from all over the world.

It's fortunate that Largen enjoys giving cave tours. "For anybody to go see the cave," she says, "they had to sign a waiver, and I had to be the one that showed it to them. It was a lot of work," Largen jokes, "because I've got bad knees."

Aside from the whirlwind of publicity, the sale went smoothly. "The house actually is just a standard house," Largen says. The buyers were looking for a one-story home in the area for their

**I've always
been fascinated
by caves.**

Lori Largen



young family. "When they saw the cave, they just absolutely fell in love with it," she says.

With this experience behind her, Largen says her advice to any agent with an unusual listing is to do plenty of advance advertising. And if it is truly unique, submitting it to platforms that feature unusual properties may get it in front of even more people.

Largen still marvels at how far news of her listing spread. "Right before the home closed," she says, "my husband and I were riding a train across Ireland." When the couple sitting across from them found out where they were from, one of them asked, "Oh, you live in Texas? Did you see that cave house?"

There's no place like dome

If you've ever driven on I-35 between Waco and Dallas, you may have wondered about the huge caterpillar-shaped building just south of Waxahachie. Affectionately called Bruco, it is the workshop of the Monolithic Dome Institute, where you can take classes on how to build your own dome house.

Unlike geodesic domes, which are made up of many triangular panels, a monolithic dome is constructed by inflating a huge balloon-like Airform, spraying it with polyurethane foam, attaching rebar, and finally covering it with a sprayable form of concrete. The resulting structure is energy-efficient, resistant to severe storms, and decidedly unusual.

Angie Patton, agent at Homes By Lainie Real Estate Group, likes unusual houses—she grew up in an underground house—but she had no experience with domes before listing one near Lake Texoma. She had to learn quickly. "The people who are

looking for a dome house," Patton says, "have done their research, and they had all these technical questions for me. So, I called the Monolithic Dome Institute."

Gary Clark, who teaches dome-building at the institute, encourages other agents to get in touch if they are in a similar situation. "Please reach out!" he says. "We can be a resource for possible comparable domes, and if there is some repair work that needs to be addressed, we could possibly assist with that as well." The institute also publishes an email newsletter, which ran a story featuring Patton's listing.

The home generated a lot of interest. "Everybody was curious," Patton says. "I would have a packed house at my open houses. It was unique and fun." Still, finding a buyer was challenging, she says, "because most people want a normal house."

Communication was key in marketing such an unusual home. When Patton hosted open houses, she would get there early to film walkthrough videos for social media, highlighting the natural

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Angie Patton



light from the dome's windows and doors. "It was cool, because I thought that a dome house would be really dark," she says. She also used her social channels to share photos and video emphasizing the property's unique layout. Aerial photos that her photographer took with a drone were especially effective, she says.

Eventually, the home attracted interested buyers, but the road to closing was still bumpy. "The financing was the big deal," Patton says. "Traditional mortgage companies couldn't lend on it." Finally, a local bank was willing to work with the buyer and to be more flexible with considering comps. "I was having trouble finding any dome houses that had sold recently in this area, so I called the bank and asked if I could pull two years out instead of one year and if I could go a little farther out distance-wise." They agreed, "but it was tough," she says.

The buyers also had trouble finding insurance. Patton thought insurance companies would like domes, because they are built to withstand hurricanes and tornadoes more effectively. But it can be difficult to find underwriting for nontraditional houses. Ultimately the buyers were able to get a policy from the company that had insured the home for the previous owners.

Despite the challenges and difficulties of the sale, Patton enjoyed the process. She encourages other agents who are listing unusual houses to stay connected to their community, reach out to experts, highlight the benefits of the home, and enjoy the creative challenge. "Who doesn't want a unique property to market and advertise?" she says. "I would do it all over again anytime."

Down-to-earth green home

Alyse Alonso and Jay Arbizu, both agents at eXp Realty in San Antonio, are green home enthusiasts. Through their connections in the green building world, they were referred to a client who had the greenest and most unusual house the pair had yet listed. Made primarily of dirt, with walls 18 inches thick, the rammed earth construction was made using material gathered from the lot it sits on.

"Each little striation that you see in the home is just different layers of earth that they pounded down and kept pounding and pounding," Arbizu says. First, the builders tested the soil to see

what aggregate they should mix with it. Then they laid a commercial-grade slab foundation to withstand all the compacting. After building a frame for the exterior walls, builders poured earth from the site into it and brought in a compactor machine. The compactor compressed the soil to a specified hardness, at which point the builders poured another layer and another.

We thought the construction of the house was so cool that that might sell it.

Alyse Alonso

This house ended up being like every other house in many ways: If you price it right, you're going to get enough eyes on it. If you get enough eyes on it, then you're going to be able to sell it.

Jay Arbizu



"That process makes it pretty maintenance free," Arbizu says, "because you'll never have to paint it, if you don't want to." And the walls are so thick, he says, "you don't really need a full HVAC system, because it stays cooler inside in the summers and warmer in the winters." Plus, it's highly resistant to storms, termites, and fire, he says.

Fire was a particular concern for the owners, because their previous home on that land burned down. They built the new one across the driveway without removing the burned-out house, which caused some consternation for the appraisers but did not ultimately get in the way of the sale.

The first challenge was price. "It was a little bit overpriced originally, and the sellers just had to come to grips with that," Alonso says. "The house was definitely a passion project from the seller side, which always makes it a little tough because you tend to overdo it towards what you want, never thinking that you're going to sell it."

The next issue was how to market the house. "We have had the frustration before of selling greener homes and people not understanding the benefits in the long run," Alonso says. The agents advertised on a website for green homes, trying to attract like-minded buyers. "And early on, it really looked like that would do it, because we were getting so much attention from that green website. And we thought the construction of the house was so cool that that might sell it," Alonso says. They did lots of virtual tours for interested people from out of state.

Ultimately, though, what sold the house was the listing in the MLS, Alonso says. And the main selling points for the buyers were location and design rather than green features. "My sellers are from Mexico, and it's a very traditional center-courtyard Mexican-style layout that they built," she says. "The buyers were from Mexico, too, and had the same love for that style of layout."

No matter how unusual it was, Arbizu says, "This house ended up being like every other house in many ways: If you price it right, you're going to get enough eyes on it. If you get enough eyes on it, then you're going to be able to sell it." 

KELLIE BARTLETT is assistant editor for Texas REALTOR®.



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“I realized I have this family in the real estate world. We’re able to find commonalities and have safe conversations. It was life-changing.”

Christy

Christy Gessler is prepared to serve

BY JOE OLIVIERI

The 2025 Texas REALTORS® Chairman shares her secret to success, the challenges ahead, and why you—yes, *you*—should join a committee.

Christy Gessler learned about real estate one form at a time.

As a broker’s assistant, she would pick one form each week, read it carefully, learn its applications, and master its use. She continued until she understood every form TREC and Texas REALTORS® made available at the time.

She enjoys telling the story as advice to new agents, but it also offers a glimpse into her approach to business. For her, preparation is the heart of leadership. The hardest work takes place before other people—a client, her agents, or the 150,000-plus members of the association she now leads—show up.

“I am a student of the market,” she says. “I get statistics from title companies. I’m always seeking out research. I’m an information gatherer. I reach out to key people and ask questions.”

And much of that work is for the benefit of others. “I think the goals we should be striving for aren’t our own, but our clients’,” she continues. “I was never motivated to sell a certain number of houses. I wanted to help as many people as I could.”

Gessler decided she also wanted to help others by some day becoming chairman of Texas REALTORS®, so she’s been serving on committees and growing her real estate knowledge for years leading up to this moment. While achieving goals is gratifying, it never comes with a sense of reaching a finish line.

“You might think, ‘Oh, now I’d feel like the top dog,’ but as chairman, I feel even more pressure. I have to step up and be prepared for whatever comes,” she says. “But that’s the beauty of real estate. It’s never the same day twice.”

Discovering her drive

Gessler grew up in Illinois and Wisconsin. Her father, a veteran and successful businessman in Chicago, was a major influence. Gessler remembers their frank discussions about “the way the world works.” She credits him with teaching her about fairness, ethics, and kindness.

“Being a female in leadership has always presented some challenges,” she says. “Over the course of my career I’ve been exposed to a lot of misogyny. I’ve learned how to overcome it and be less of a target for it. I learned to be as smart and as tactful as you can be.”

Her father also fostered her competitive spirit. Gessler was a competitive tennis player when she was growing up. “I loved it,” she says. “I started when I was six and I played and played.”

She rose through the ranks and faced a difficult decision: commit to the sport and attend a special tennis program in Florida or stay in the Midwest for high school. Her father’s advice was that if she wasn’t prepared to do the work to win it all, then she should stay home. “My dad said to me, ‘Christy, second place is the first-place loser.’”





While she ultimately chose to pivot away from competitive tennis, the mentality stuck. Once Gessler makes up her mind to achieve something, she'll pursue it with determination. She credits her mother with teaching her how to stay focused toward achieving her goals.

Protect and serve in the parks

Gessler arrived in Texas in 1989 to attend The University of Texas at Austin. She also started working part-time for the Travis County Parks Department. A few months later, there was an opening to train to become an emergency medical technician.

She joined the Travis County Sheriff's Department while enrolled at UT and was assigned to the parks system with some patrols in Austin. "I also did a lot of work with policy and the commissioners court," she says. "It is very similar to work I'd later do with the Texas REALTORS® Public Policy Committee. It was very comfortable for me."

She graduated in 1993 and ended up spending seven years with the sheriff's department. Gessler loved that time. "It gave me confidence," she says. "It taught me about people and how to manage them. I learned about crisis management; people have told me I'm good in a crisis."

Why not real estate?

Gessler left law enforcement after her children were born to become a full-time mom during their childhoods.

Gessler was picking up her children from school one day when she met Leander-based broker Mary Miner. "Mary asked me what I was going to do when my kids grew up," Gessler recalls. "I said I used to be a police officer, but I didn't want to go back to law enforcement with two young kids."

Miner suggested real estate; she was looking for a broker's assistant and asked if Gessler would like to help with office work. Gessler said yes and started working in Miner's brokerage. It wasn't long before Gessler's interest in getting licensed was sparked.

The first home she ever sold was a two-bedroom house in Round Rock. "Mary told me to go out and list it," she

says. "The seller was so phenomenal, so knowledgeable. It was so great to have a transaction like that be your first listing."

Miner taught Gessler to study a form a week. It was just like tennis or the shooting range at the sheriff's department: practice drills until it becomes second nature.

One deal stands out in Gessler's memory as a time when all of that studying paid off. The negotiations had been particularly nuanced. But Gessler was ready. She had reviewed the relevant forms and had an idea of what questions could come up during discussions. When one of those questions appeared, she answered it as if it was no big deal. "My confidence shot through the roof," she says.

Gessler loves seeing people achieve the dream of homeownership. "I've

never been in it for the money," she says. "Helping families settle into homes just hits me in my core. It's what I enjoy the most."

Sometimes the reality of homeownership affects people in different ways. One of Gessler's favorite stories is when she helped a single mother and her daughter buy a small house in Manor. At the closing, Gessler used to leave a coffee table

magazine as part of her marketing. Her buyers were moved and Gessler didn't understand why.

The mother told her that she's going to put that magazine on *her* coffee table in *her* living room in the home *she* owns. To her, homeowners have living rooms where they could display things like that. She never thought homeownership was possible for her, and that's how she realized she'd achieved her dream. And it meant the world to her.

An eye for management

Gessler earned her broker's license and started as CEO of Keller Williams Realty Cedar Park Leander in 2012. She served as a supervisory broker, not wanting to juggle leadership and sales.

She has prioritized connecting with her agents. "Every Tuesday since 2012, I have brought my agents together for a sales meeting," she says. "And as the

I have to step up and be prepared for whatever comes. But that's the beauty of real estate. It's never the same day twice.



walked a mile in a variety of different shoes. I've lived the big brokerage life. It matters in a business that's more art than science."

In February 2018, she launched her current brokerage, Freedom 512 Real Estate Group, with 17 agents. She is actively managing the brokerage and leading Tuesday morning meetings while chairman.

Making voices heard

First with the Williamson County Association of REALTORS® and then Texas REALTORS®, Gessler has been highly involved in committees. "Committees are everything. They're the heartbeat of the organization," she says.

A leader who hasn't done that faces a difficult learning curve, she warns, adding that the chairmanship is a job with a very short runway for takeoff.

She particularly enjoyed working on issues mobilization, which she cites as a good example of how Texas REALTORS® can effectively use its influence, she explains. She also found strategic planning engaging. "I love the thought process. Your windshield is bigger than your rear view for a reason."

Gessler believes *everyone* should sign up for committees. Creating a culture of inclusion is important to her. "I don't like when voices aren't being heard," she says. "The makeup of committees matters tremendously because of the points of view, whether it's cultural or gender or geographic perspective."

Another year of change

There was a moment during the state leadership program when Gessler announced she wanted to be chairman of Texas REALTORS® one day. "The people around me laughed. They said there's no way you can make it. You're from a small brokerage that's part of a small association. I told that story at my installation ceremony."

She is excited for the work ahead. She is honored to serve at such an important time in the organization's history.

In March, longtime president/CEO Travis Kessler will retire. Gessler joins many other leaders in expressing appreciation to Kessler for his years of leadership. This is a point where the association could continue its upward trajectory if it makes the right moves, she says, and Gessler looks forward to working closely with incoming CEO Mike Barnett to ensure that happens.

With the Texas Legislature in session as well as countless other projects, it will be a challenge, but Gessler is prepared. Real estate has always been demanding, even at this point in her career. "Nothing is guaranteed," she notes.

Gessler tries to follow the same advice she gives new agents: be brave, have confidence when going into scary situations, and know that you belong there.

"I will raise my hand and ask the question or make the comment," she says. "I am not afraid to look stupid; I love laughing at myself. But what I rely on is that I know I am there to contribute." 

JOE OLIVIERI is a business writer who frequently writes for *Texas REALTOR*®.

REACHING OTHERS THROUGH PODCASTING

Gessler is the creator of the 23-episode podcast series *The Dependent Agent*. "In late 2019, I needed an outlet to talk about my alcohol addiction," she says. "I wanted to talk about it in an open way. So I did a podcast. I did it mostly for therapy. I never monetized it."

She knew she wanted to pursue leadership and wanted to address the topic head-on. "I've decided to be very open about my struggles and how alcohol played a role in it." She describes the episodes as never scripted and spoken from the heart. Since completing the series, she has heard from several listeners who have shared their own stories with her.

The Dependent Agent is available on major podcast platforms.



GET TO KNOW YOUR 2025 TEXAS REALTORS® LEADERSHIP TEAM

CHAIRMAN-ELECT

JENNIFER WAUHOB 1

CRS, GRI, MCNE, AHWD, C2EX

Katy | 281-896-4798 | jennifer@thejenniferwauhobteam.com

Wauhob leads The Jennifer Wauhob Team with Better Homes and Gardens Real Estate Gary Greene in Katy and West Houston. She served as the 2022 Houston Association of REALTORS® Chairman and the 2021 Texas REALTORS® Strategic Planning Committee Chairman.

- “I was a teacher before getting into real estate, and teachers want to help people. So that has always translated into my business. It’s about understanding that each client is unique and has his or her own set of priorities. My job is to help clients understand the process so they feel empowered, and to do what is in their best interest no matter what.
- One thing you learn from teaching is that saying something once is never enough; people need to hear information repeatedly for it to truly sink in. I am constantly educating my clients so they are not caught off guard by anything.
 - The best ways to build connections in real estate

are to be a good listener and be genuinely interested in others.

- Our industry is going through some big changes, and our association is at the forefront to protect consumers and the professionals who serve them. That’s what I am most looking forward to about serving on this year’s Leadership Team.
- There are decisions being made every day about your profession whether you are involved in them or not. Once I figured that out, I wanted to be a part of the conversation.
- I wish more clients knew how costly it can be if they don’t hire good representation when going through a real estate transaction.
- As someone who was never interested in politics before, I can say that now I have seen with my own eyes how the system works and how critical our TREPAC investments are. Every session there is legislation that affects the real estate industry. If we are not there working to protect it, then no one else will.
- There is a lot going on that is outside of our control. Learning to be patient and to not make knee-jerk decisions has been something I have had to work on.
- To me, the more people are able to serve, the more successful they are in life.

SECRETARY/TREASURER

TONY LLOYD 2

ABR, GRI, AHWD, C2EX

Lubbock | 806-549-8669 | tonylloyd@remaxlubbock.com

Lloyd is Sales Associate/Owner of RE/MAX Lubbock. He serves on the NAR Board of Directors and has been involved in RPAC. He has served on several state association committees and was TREPAC Chairman in 2020. Lloyd was the 2007 president of the Lubbock Association of REALTORS®.

- “I have spent 26 years building a business on referrals by forming longtime relationships, being involved in my community in various aspects, and maintaining consistent contact through pop-bys, calls, notes, lunches, and dinners.
- When building rapport with new clients, I like to try common denominators, such as kids, church, friends, community involvement, and just try to be helpful until a trust factor is established. If your clients like you and trust you, most often they will want to do business with you.

- I think my Graduate, REALTOR® Institute training was probably the most comprehensive I’ve taken. But even more valuable was shadowing and mentoring. Role playing was also huge (even though I kind of hated it) because I was able to practice and improve my skills before actually meeting with clients.
- I like these quotes from Winston Churchill: “Success is not final. Failure is not fatal. It is the courage to continue that counts.” And, “We make a living by what we get, but we make a life by what we give.”
- What goes into a great purchase offer? You obviously need the knowledge of the market, but proactively educating your client about the market, the process, financing, and the options is key. It will make for a much smoother transaction if the buyer has all of the pieces of the puzzle lined up earlier rather than later.
- Many times, buyers and sellers will have plenty of emotions. We must be calm and the voice of reason.
- Time management is underestimated in this business. We must balance family and business at all times of the day and week.

IMMEDIATE PAST CHAIRMAN

JEF CONN 3

CCIM, SIOR, AHWD, C2EX

Lubbock | 806-787-4779 | jconn@cbclubbock.com

Conn is an industrial and office specialist with Coldwell Banker Commercial in Lubbock. Conn was the 2017 president of the Lubbock Association of REALTORS® and the 2016 winner of the Texas REALTORS® William C. Jennings Award for outstanding commercial transaction of the year.

- “I’ve enjoyed every minute of being chairman. The regional meetings were my favorite part. Meeting our members in their home regions is a great way to get to know them and their markets better.
- I like the complex deals that require a spreadsheet and creative problem solving. I prefer the ones that look impossible but you can find a way through with creative thinking or a deep dive into the financials. That’s where I can provide value to my clients.

- I wish I’d known during the early days in my business how important communication is. Communicating what is happening now is great, but the key to success in business and in volunteer leadership is to communicate what’s happening next.
- Commercial practitioners need to be talking to their clients or prospective clients often. The more time we spend talking with clients and understanding the needs, the more we’ll be able to help them with their needs.
- You can be in association volunteer leadership and have a successful business. It takes a lot of work and planning. You need to learn how to work remotely so your business can continue no matter where you are.
- My advice for new agents is to get involved. The more people you know in this business—coupled with the more industry knowledge you have—the better able you are to grow your business. Also, start studying and learning how to better negotiate and how to think bigger.
- I’m excited about our association’s Texas Accredited Commercial Specialist certification. I’m glad the courses give an introductory look to those wanting to get into commercial real estate.

PRESIDENT/CEO

TRAVIS KESSLER 4

RCE, CAE, AHWD, C2EX

Texas | 512-480-8200 | tkessler@texasrealtors.com

Kessler has served as President and CEO of Texas REALTORS® since 2010 and will retire at the end of March this year. He has received many industry accolades, including the William R. Magel Award, NAR’s highest honor for a REALTOR® association executive. He has also been named for nine consecutive years to the Swanepoel Power 200 list of the most influential leaders in the real estate industry.

- “I’ve seen so much change since I started in the industry many decades ago, from printed books of listings and thermal printers for property agreements to the digital systems we use today. You have to keep up with it all or you’ll be left behind.
- Our association has made tremendous progress over the years in the legislative, regulatory, and legal arenas. These are the keys to our relevancy.
 - I learned early in my career that people like to be around positive people. Above all, I value the relationships I have made, and I take great joy from having worked in such a positive industry where people matter.
 - Under Mike Barnett’s leadership, Texas REALTORS® will continue to set the standard for REALTOR® associations nationwide. Mike’s vision, dedication, and proven leadership will undoubtedly benefit REALTORS® across Texas, helping them navigate challenges and seize opportunities in an ever-evolving industry.

INCOMING PRESIDENT/CEO

MIKE BARNETT 5

RCE, CAE, AHWD, C2EX

Texas | 512-480-8200 | mbarnett@texasrealtors.com

Barnett joined Texas REALTORS® as a member of the Field Representative team 19 years ago. Since then, he has served as a lobbyist, Director of Political Affairs, Chief Operating Officer, and Executive Vice President. He will become President and CEO in April.

- “My leadership style is inclusive. I believe in surrounding ourselves with talented people and allowing that talent to lead us to better outcomes. No one person has all the answers, and by working together, we can align strengths, inspire innovation, and achieve

- greater results. My role as a leader is to guide, support, and create opportunities for others to excel. We are better together.
- The most important qualities of a leader are service above self; creativity—the ability to see new solutions to problems; the ability to get the best from others through earned influence, inspiration, and teamwork; a positive attitude; and of course, knowledge and experience, but that must be combined with the characteristics above.
 - I’ve learned from watching Travis Kessler navigate challenges with vision, ensuring all voices are heard while achieving outcomes that benefit everyone. Travis exemplifies statesmanship, empathy, character, and a deep understanding of the industry and Texas REALTORS® members.
 - Members drive this organization forward, so I encourage you to get engaged in whatever way works for you—whether it’s joining a committee, responding to a survey, or sharing your feedback.

REGIONAL VICE PRESIDENTS

2025 REGIONAL VICE PRESIDENTS

The regional vice presidents are your representatives for policy decisions at the association. Their role is to gather feedback from their regions and provide it to the Texas REALTORS® Executive Board so it can make informed decisions about association policies. If you ever want to provide feedback or have questions about how these policy decisions are made, contact your regional vice president.

Regional vice presidents are also available for board or office presentations and can share the latest information about the industry and your association, including how Texas REALTORS® advocates on your behalf or the value of membership.



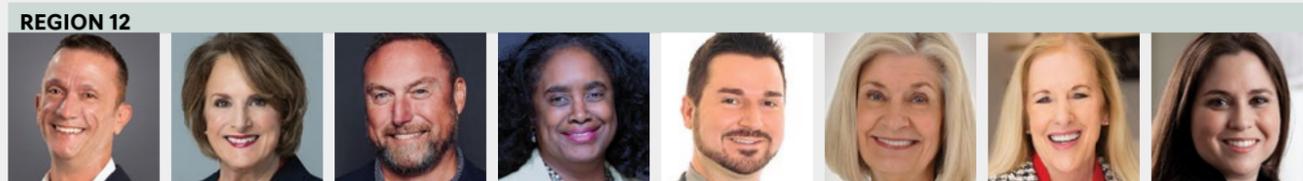
REGION 1 JASON AULT Amarillo
REGION 2 JAMIE DALZELL Abilene
REGION 3 TIM SCHOENDORF Greater Denton/Wise Co. JR MARTINEZ Greater Fort Worth BRENDA TAYLOR Greater Lewisville ALBERTO VAZQUEZ Arlington



REGION 4 BOB BAKER Collin County
REGION 5 TEXAS REALTORS®
REGION 6 WAYNE DUNSON Odessa
REGION 7 STEPHANIE BESETT RYAN Four Rivers



REGION 8 SARAH NORMAN Bryan-College Station KRISTON WOOD Williamson County KANDI LUENSMANN Fort Hood Area
REGION 9 ANGIE WILLIAMS Lufkin
REGION 11 CARL LEATHERMAN Harlingen ADRIAN ARRIAGA Greater McAllen



REGION 12 RICHARD GREGORY MetroTex NANCY GARCIA MetroTex MICHAEL (KEVIN) CASKEY MetroTex KENDRA NORWOOD MetroTex JOHNNY MOWAD MetroTex HANNE SAGALOWSKY MetroTex GINGER GILL MetroTex FRANCEANNA CAMPAGNA MetroTex



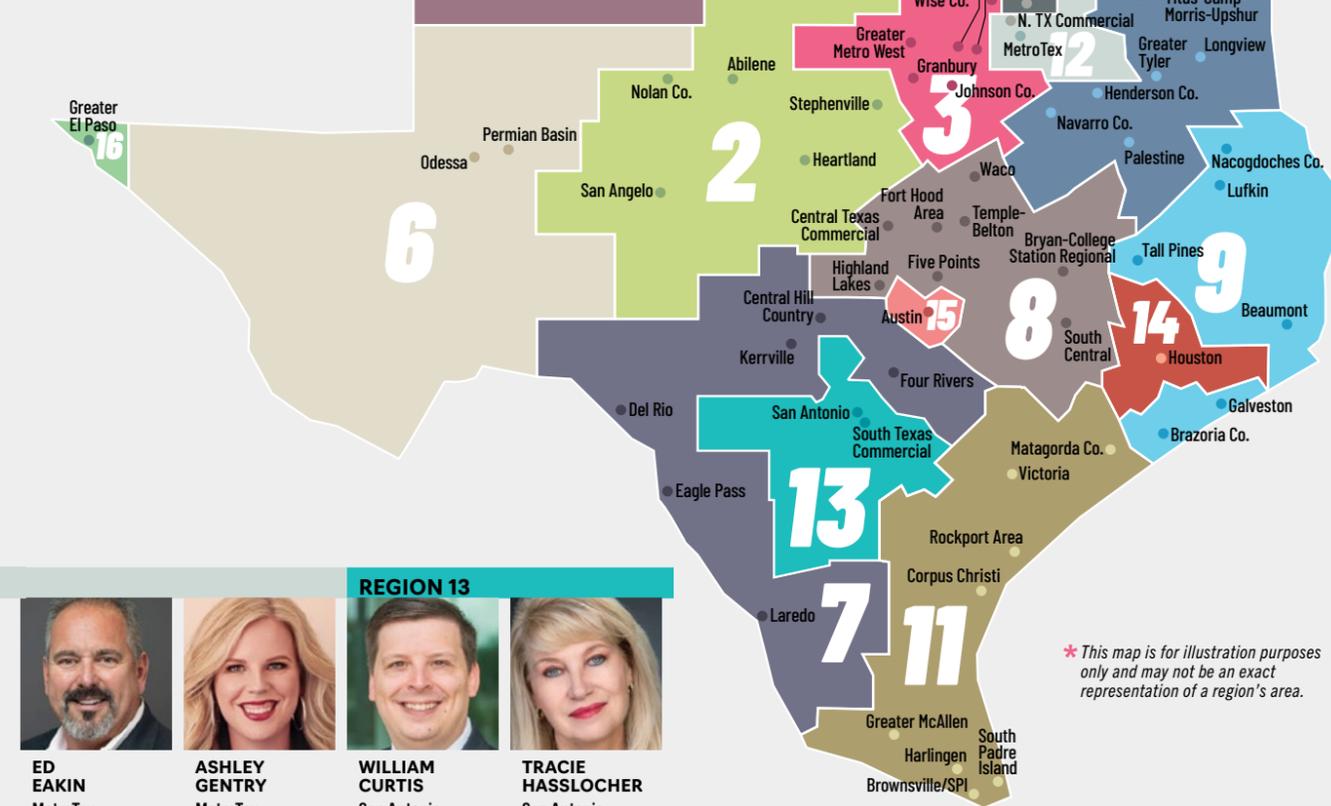
REGION 13 SARA BRISEÑO GERRISH San Antonio MARQUIS WILLIAMS San Antonio LORENA PEÑA San Antonio CORTNEY GILL San Antonio TINA WILCHER Houston THOMAS MOUTON Houston THERESA HILL Houston SUSAN ANNOURA Houston



REGION 14 INDRAMOUTON Houston DEBORAH SPANGLER Houston CHAILLE RALPH Houston CATHY TREVIÑO Houston
REGION 15 TEXAS REALTORS® TERESA SCOTT-TIBBS Austin SUSIE KANG Austin LEONARD GUERRERO Austin



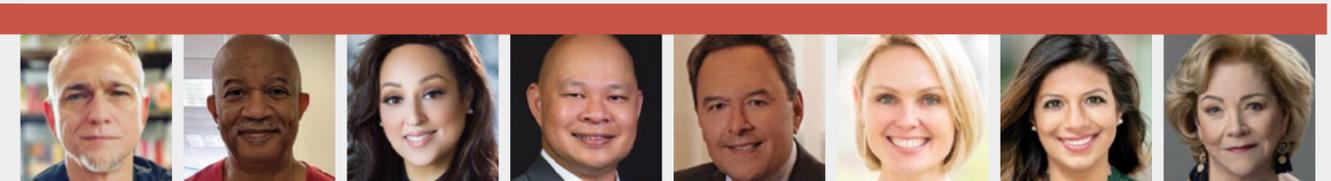
REGION 4 SHANA ACQUISTO Collin County DAVID LONG Collin County



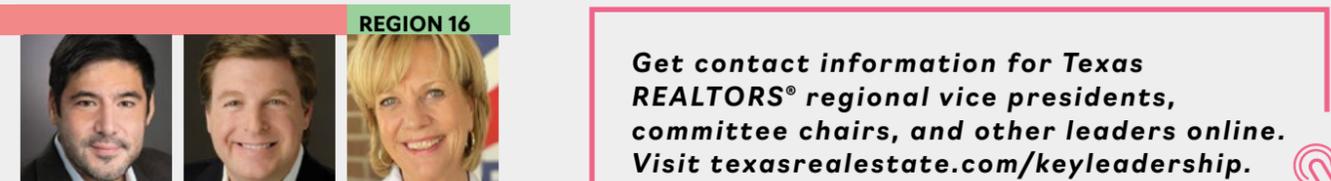
* This map is for illustration purposes only and may not be an exact representation of a region's area.



REGION 13 ED EAKIN MetroTex ASHLEY GENTRY MetroTex WILLIAM CURTIS San Antonio TRACIE HASSLOCHER San Antonio



SHAE COTTAR Houston SHAD BOGANY Houston MICHICA GUILLORY Houston MIKE WONG Houston MARIO ARRIAGA Houston KATHRYN ROBINSON Houston KARISHMA ASRANI Houston JO ANN STEVENS Houston



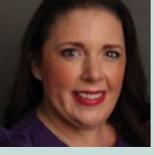
REGION 15 JOB HAMMOND Austin DAVID PRUITT Austin
REGION 16 DJ MORA Greater El Paso

Get contact information for Texas REALTORS® regional vice presidents, committee chairs, and other leaders online. Visit texasrealestate.com/keyleadership.

2025 COMMITTEE CHAIRS

Learn more about what these committees do at texasrealestate.com/committees, and look for the volunteer signup in May.

ASSOCIATION EXECUTIVES	BUDGET	COMMERCIAL	CONFERENCE	CREDENTIALS	DIVERSITY & FAIR HOUSING
					
TAYLOR OLDROYD Arlington	TONY LLOYD Lubbock	WILLIAM CURTIS San Antonio	SUSAN ANNOURA Houston	MARCUS PHIPPS Harlingen	RACHEL BRUNO San Antonio

GLOBAL	HOUSING INITIATIVES	LEADERSHIP DEVELOPMENT	LEASING & PROPERTY MANAGEMENT	LEGAL REVIEW	MEMBER BENEFITS	MLS & TECHNOLOGY	POLITICAL INVOLVEMENT
							
RICHARD GREGORY MetroTex	SHERRY SMITH Greater Texoma	RICK SNOW Greater El Paso	VANESSA DIRKS Lubbock	RUSSELL BERRY MetroTex	MITZI WADE Amarillo	BRANDY GUTHRIE Austin	TERESA SCOTT-TIBBS Austin

PROFESSIONAL DEVELOPMENT	PROFESSIONAL STANDARDS	PUBLIC POLICY BUSINESS ISSUES	PUBLIC POLICY INFRASTRUCTURE	PUBLIC POLICY LAND USE	PUBLIC POLICY OVERSIGHT	PUBLIC POLICY TAXATION	RISK REDUCTION
							
KIERSTEN CRAWFORD Greater Tyler	E. LEE WARREN Collin County	CARL LEATHERMAN Harlingen	JOHN ROSSHIRT Austin	DAVID NORMAN Greater Texoma	DIXON HOLMAN Arlington	JENNIFER PARKER Collin County	MARTY CHRISMAN Four Rivers

STRATEGIC PLANNING	HOUSING OPPORTUNITY FOUNDATION (TARHOP)	TREPAC	TEXAS REALTORS' ISSUES PAC (TRIP)	YPN
				
LEAH COX Waco	KENDRA NORWOOD MetroTex	NICOLE LOPEZ Houston	BILL MORRIS Austin	KATHRYN ROBINSON Houston

2025 EXECUTIVE BOARD APPOINTEES

These appointees join the Leadership Team and Regional Vice Presidents to constitute the 2025 Executive Board.

The Executive Board manages all the association's affairs except the following, which require approval of the Texas REALTORS' Board of Directors:

- Amending the association's bylaws
- Electing officers
- Approving expenditures more than 10% of the annual budget
- Approving the strategic plan
- Approving increases in membership dues
- Defining regional boundaries.

ASSOCIATION EXECUTIVES APPOINTEE	COMMERCIAL APPOINTEE	APPOINTEE	APPOINTEE	APPOINTEE
				
JANNA BURTON Bryan-College Station	DAPHNE ZOLLINGER Bryan-College Station	LEAH COX Waco	CHRISTINE MOLIS Greater McAllen	JEMILA WINSEY Houston

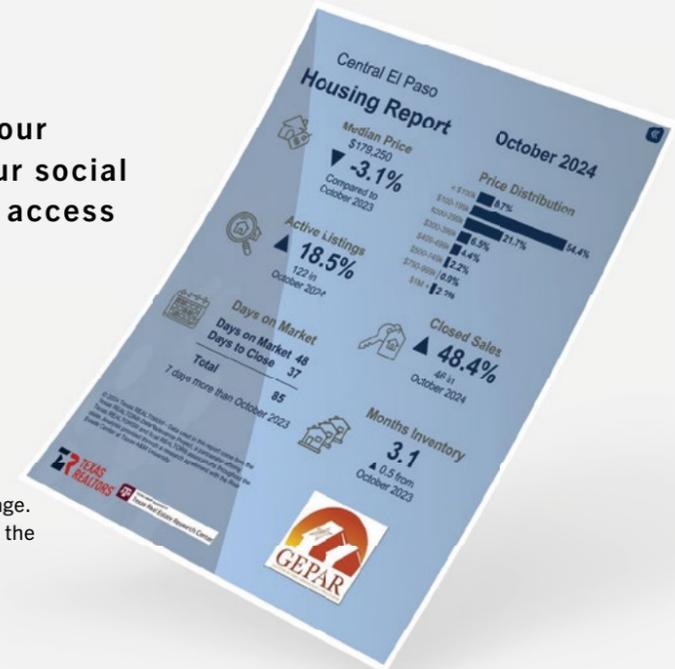
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Want an overview of real estate activity in your area that you can print, email, or post to your social channels? MarketViewer gives you exclusive access to the most accurate data available.

HERE ARE THE STEPS:

- Access MarketViewer at texasrealestate.com/marketviewer (login required).
 - Under *Market Selector*, choose your association, market type, and other options. Geographic choices include metro area, county, ZIP code, market area, school district, and many neighborhoods.
 - Click or tap the blue *Click for Infographic* button lower down the page.
 - On the page with the infographic, click or tap the download icon at the bottom of the screen.
- (You might need to click the icon with three dots first, depending on your device.)
- Select a format (image, PDF, or PowerPoint) and download the infographic.



WANT INFOGRAPHICS IN SPANISH OR VIETNAMESE? From the MarketViewer home page, select the red *Report Menu* button, then look for the Infographic Generator. You can download stats with English, Spanish, or Vietnamese labels.

THE CLOSING

Be Nice to This Person

And Watch Your Career Improve

When you lose out on a listing or struggle to close a deal, it's natural to criticize yourself. But most people blame themselves far more than they realize, and it can damage your future success. Here's how to combat the tendency to harshly judge yourself and replace it with more constructive behavior.

Recognize the signs of self-sabotage. Pay attention to your inner voice. Constantly tearing yourself down or dwelling on past mistakes is not productive. Pivoting to self-compassion helps you move on and improve your results.

Focus on growth. Making mistakes is part of learning new skills. If you have a growth mindset, you'll be more accepting of your missteps and see them as part of an overall positive process.

Treat yourself as you would treat others. When friends tell you about failures in their lives, you're likely kind and reassuring. Treat yourself with the same kindness.

Keep aiming high. Giving yourself grace when you fail does not mean you should settle for mediocrity. Maintain high standards and hold yourself accountable as you continue to work toward reaching your goals.

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Want fast, custom, accurate, sharable market data at your fingertips? Done.

As a member of Texas REALTORS®, you get exclusive access to MarketViewer, a powerful online dashboard with the data you want, the way you want it.

Choose an area and get stats for sales, listings, median price, days on market, days to close, home sizes, year built, and other key metrics. Residential data is corrected for duplicates and common errors, so you get the most accurate info available.

Commercial members—check out MarketViewer's commercial dashboard with data on 11 market segments.

MarketViewer is just one of dozens of valuable benefits you get as a member, all for less than \$160 in annual state dues.

Business is Better as a Member

Access MarketViewer at texasrealestate.com/marketviewer



Where else do you get more than you pay for?

For less than \$160 in annual state dues, you get thousands of dollars worth of benefits as a member of Texas REALTORS®. Not bad—and not an exaggeration.

You receive Transactions zipForm Edition, a contract management solution that would cost \$239 each year if you weren't a member.

Membership also includes unlimited calls to the Texas REALTORS® Legal Hotline. You get model guides, policies, and manuals to help you stay on the right side of regulations.

What would you pay a lawyer to draft a contract? Your Texas REALTORS® membership comes with exclusive use of 140+ forms for residential, commercial, property management, farm and ranch, representation, and others. You also get Spanish and Vietnamese translations of the most-used forms.

And it doesn't stop there. Lobbying at the Capitol has brought you savings and a better business environment, such as stopping a property tax on business use of your car and preventing countless attempts to tax you and your clients.

You get accurate, custom real estate data through MarketViewer, business info from *Texas REALTOR*® magazine, networking events, education, discounts on products and services, and more.

Best of all, your membership makes you part of something much bigger than yourself: a voice 150,000 members strong ready to fight for our industry.

Business is Better as a Member

