

1. Austin Board of REALTORS Annual Industry Awards
2. JB Goodwin, REALTORS Westlake Ribbon Cutting
3. John Lockhart Foundation Annual Golf Tournament
4. Brohn Homes' Cross Creek Grand Opening!

and much, much more!

# Today's Homebuyers: Who They Are and What They Want

written by **TAWANNA VEROCK**

Texas, known for its vast landscapes, vibrant cities, and diverse culture, has become a magnet for homebuyers. Drawn by its booming economy, favorable tax conditions, and varied lifestyle options, Texas homebuyers represent a broad spectrum of demographics with distinct preferences and requirements. This article delves into the profiles of Texas homebuyers and explores what they seek in the housing market today. By understanding these factors, real estate professionals can better cater to the needs of this dynamic market.

## Demographic Landscape of Texas Homebuyers

Texas attracts a diverse range of age groups, each with unique housing preferences. Millennials, aged 25-40, are a significant force in the Texas housing market. Many are entering their prime home-buying years, seeking affordable housing, good school districts, and proximity to employment hubs. The Gen X group, aged 41-56, typically looks for larger homes to accommodate growing families, prioritizing features such as additional bedrooms, larger yards, and family-friendly communities. Many baby boomers, aged 57-75, are downsizing or relocating for retirement. They often seek smaller, low-maintenance homes in peaceful neighborhoods, sometimes near healthcare facilities and recreational amenities.

## Geographic Preferences

The preferences of Texas homebuyers can also be broken down by geographic region, reflecting the diverse nature of the state. Major cities like Austin, Houston, Dallas, and San Antonio attract those looking for a bustling urban lifestyle with access to jobs, cultural amenities, and vibrant social scenes. Urban

buyers often prioritize convenience, walkability, and proximity to work. Suburbs around these major cities, such as Plano, Sugar Land, and Round Rock, appeal to those seeking a balance between urban amenities and more spacious, family-friendly environments. Good schools, safety, and community features are high on the list for these buyers. Rural areas attract those looking for more land and privacy. This group may include retirees, remote workers, and those interested in agricultural opportunities or simply a quieter lifestyle.

## Economic Considerations

Income levels significantly influence home-buying preferences and capabilities. High-income buyers are typically found in affluent neighborhoods, looking for luxury homes with high-end features such as custom designs, smart home technology, and premium locations. Middle-income buyers often focus on value, seeking homes that provide a balance of quality and affordability. Key considerations include good schools, safe neighborhoods, and proximity to work. Low-income buyers often look for the most affordable options, including smaller homes or fixer-uppers. Access to financial assistance programs and affordable housing initiatives can be crucial for these buyers.

Financial factors play a significant role in home-buying decisions. Fluctuating interest rates significantly impact buying power and decisions. Lower rates generally increase buying activity, while higher rates can dampen the market. Texas has no state income tax, but property taxes are relatively high. This factor influences the affordability of homes and is a critical consideration for buyers.

## Home Features and Preferences

Modern Texas homebuyers have specific preferences when it comes to home

**WHO ARE THEY: CONTINUES ON PAGE 10**

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It is our pleasure to be a member of ABoR, WCREALTORS, HBA, and have been designated as an honorary member of the WCR Austin Chapter. We are equally proud to be a Major Investor in TREPAC (2019, 2020).

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JB Goodwin Westlake Ribbon Cutting:  
**Criselda Ayala**, **Leslie Linder**, both of  
Austin Title; and **Maritza Cujan** of JB  
Goodwin REALTORS





# Seize the Shift: Big Changes Coming to Our MLS and Marketplace



KENT REDDING  
2024 PRESIDENT

Summer may be in full swing, but that does not mean things are slowing down. With NAR-required changes to Unlock MLS rules and broker business practices taking effect on **August 13**, now is the time for all of us to be paying attention and preparing for our soon-to-be new normal.

As many of you know, these changes will impact the way compensation is communicated, negotiated, and paid in our market. Here are the top three changes to be aware of and to prepare for as we move ahead:

- 1. **There Will be No More Blanket Offers of Cooperative Compensation:** Listing brokers will no longer be allowed to make blanket offers of cooperative compensation to buyer's agents on the MLS.
- 2. **Mandatory Compensation Disclosures Will be Required:** Brokers will be required to provide compensation disclosures to prospective sellers and buyers.
- 3. **Buyers Must Sign a Written Agreement:** Buyers will need to sign a written agreement outlining how much they will pay their agent for their services when working with an agent and before touring any properties.

If you're a broker, it is crucial to update your business practices and train your agents before the August 13 deadline. Agents, sales managers, and team leads, ensure you are in lockstep with your broker to comply with these new practices.

I know these changes may seem overwhelming, but they also present a massive, once-in-a-generation opportunity for you to own your value and gain a competitive edge. There is currently more attention being paid to the immense value that we, as agents, provide than ever before. This is our moment to communicate our value.



My best advice? Stay focused, rise above the noise, and use this transition to expand your services, grow your business, and bolster your client relationships. I know change is tough, but please know you are not alone. Unlock MLS has been hard at work developing resources, forms, classes, and more to help you plan, minimize disruption, and get ahead. They recently launched a new Right Here, Right Now Resource Hub at [ABoR.com/RightNow](https://aboR.com/RightNow) that offers a comprehensive menu of offerings including: New, Proprietary Unlock MLS Forms: We have released a series of optional, proprietary forms to give brokers more options to address the required changes. These forms will be loaded into TransactionDesk and ZipForms as soon as possible. Here is what's available now:

- [Buyer/Tenant Representation Agreement \(Long Form\)](#)
- [Buyer/Tenant Representation Agreement \(Short Form\)](#)
- [Buyer/Tenant Representation Agreement \(Limited Services\)](#)
- [Brokerage Fee Confirmation Addendum](#)

### Toolkits and Resource Guides

You'll find a steady stream of informational toolkits and brandable one-pagers to help you get informed and ready.


Weekly Trainings, Classes, & Events: Unlock MLS will host weekly, dedicated classes and events on this transition and strengthening your value proposition from now until Thanksgiving. These activities are **open for registration NOW** and include:

- [Monthly Broker Meetups, with specific opportunities for small and independent brokers.](#)
- [Multiple MLS Power Hours offering in-depth training on MLS field changes, compliance, and forms.](#)
- [Market Shift Conversations Events specifically geared to helping buyer's agents through this transition.](#)
- [A Buyer's Agent Education Track offering a core foundation of knowledge and best practices for buyer's agents in this new environment.](#)

Things are happening fast and furiously, and I urge you to stay plugged in and pay attention to the communications from Unlock MLS and ABoR. Read those emails and updates carefully, as we will be sharing many resources with you in the coming months. Visit (and bookmark!) [ABoR.com/RightNow](https://aboR.com/RightNow) today. **This is your central hub for all news and information related to these changes.**


Working together, I know we can successfully navigate these shifts and seize the opportunities they bring! Unlock MLS and ABoR are with you every step of the way.





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# June Marks National Homeownership Month



**KIM DALE**  
2024 PRESIDENT

June marks National Homeownership Month, a time to celebrate the importance of owning a home and the role it plays in achieving the American Dream. For REALTORS®, this month is an opportunity to reflect on the vital work they do in helping individuals and families realize their dreams of homeownership. As professionals on the front lines of the housing market, REALTORS® play a crucial role in guiding clients through one of the most significant financial and personal decisions of their lives.

We as REALTORS® act as more than just intermediaries in buying and selling homes; we are trusted advisors, advocates, and educators. By providing expert guidance, negotiating skills, access to resources, and emotional support, we help our clients make informed decisions, ensuring they find a home that fits both their needs and budget.

REALTORS® know the significance of homeownership extends beyond the transaction. Homeownership has a lasting impact on individuals and communities by building wealth, fostering community, and creating economic stability and growth. Real estate is not only an investment for the homeowner but also for the surrounding communities.

Unfortunately, many potential homeowners face challenges while navigating the housing market. Fortunately for them, REALTORS® stay aware of these challenges and are committed to helping their clients overcome any obstacles. Factors such as affordability, credit issues, inventory shortages, and lack of education and advocacy all hinder potential homeowners from obtaining the American Dream. REALTORS® not only educate their clients about the homebuying process, but they also work to find affordable options and various financing solutions so that all individuals have the chance to purchase a home.

National Homeownership Month is more than a celebration; it is a reaffirmation of the commitment REALTORS® have to their clients and communities. REALTORS® do not just facilitate transactions; they are trusted partners in a journey that leads to stability, financial security, and personal fulfillment. By continually addressing challenges and embracing new opportunities, REALTORS® ensure that the dream

of homeownership remains attainable and vibrant.

As we honor this month, let us recognize the profound impact homeownership has on our society and the tireless efforts of REALTORS® who make it possible. Together, we can look forward to a future where the dream of owning a home is a reality for more Americans, enriching lives and strengthening communities across the nation.




SouthStar Bank Guac & Talk About Small Business: **Stephanie Weaver** of SouthStar Bank, **Ricardo Ruiz** and **Pamela Barbeau** of SouthStar Bank




Pickleball for PAC: **Christine Chau** of FirstHand Properties and **Darren Tan**

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ABPREP – All About Property Management: **Janae Merrieweather** of Capital Title, **Jazmin Gomez** of Sunshine Realty Group and **Teresa McGill**



Cross Creek Re-Grand Opening: **Aliee Cummins**, **Xochitl Diaz**, **Bethany McSorley**, **Lora Spicer** and **Joelle Hogg**, all of Brohn Homes



JLF Annual Golf Tournament: **Stephanie Marek** and **Jenny Newman**, both of Austin Title; and **Laurie West** of Coldwell Banker

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# Celebrate, Connect at WCR’s Lineup of Events



**TANYA CHAPPELL**  
2024-2025 PRESIDENT



**REGISTER NOW!**  
Charity Fundraising Event  
Friday, June 21  
3 p.m. to 8 p.m.  
Whitestone Brewery  
Liberty Hill



**REGISTER NOW!**  
Toes & Tidbits Bingo Networking Nirvana  
Wednesday, June 26  
9:30 a.m. to 12 p.m.  
Arbor Nail Bar  
10515 N. Mopac Expy

As your newly elected President of the Women’s Council of REALTORS Austin for 2024 and 2025, I am thrilled to embark on this exciting journey with you. My vision for our Council is to bring a new, innovative experience that emphasizes collaboration, education, networking, and community engagement with a new millennial twist.

As an Austinite, I have witnessed firsthand the dynamic changes and growth within our city. However, I firmly believe that our strength lies in how we adapt and respond to these changes. Our community is not divided to me we are AUSTIN; we are united. I invite you to join us in our upcoming events this June and discover the incredible value that the Women’s Council provides.

**Upcoming Fun Summer Events:**

- June 21: Charity Fundraising Event with AREAA - <https://events.humanitix.com/pearl-s-fundraising-event>
- June 26: Toes & Tidbits Bingo Networking Nirvana - <https://events.humanitix.com/heels-and-deals-pedicures-and-bingo-with-mom>

These events are designed to enhance your professional growth, focus on self-care, expand your network, and contribute to our community. I also welcome the opportunity to meet with you personally. Let’s grab a coffee, share ideas, and explore how we can elevate our network to the next level, fostering the rise of our future leaders.

Together, we can achieve greatness. I am Women’s Council of REALTORS Austin where leaders are made. I look forward to seeing you at our events and working alongside my board to make a positive impact in our community. For more information check out our website: [womens-council-of-realtors-austin.com](https://www.womens-council-of-realtors-austin.com) or [mailchimp.com](https://www.mailchimp.com).



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Austin Real Estate YPN  
Mixer: Aaron Mullens of The  
Mullens Group, Lauren Hoy  
of Spyglass Realty and Emily  
Bibby of SoCo Advisory Group



TREPAC Burgers in  
Paradise: Mick Donohoe



# Join Us for an Exclusive Luncheon with Industry Leaders



**SONIA GUARDADO**  
2024 TEXAS PRESIDENT

With so much change on the horizon, we invite you to attend our luncheon from 11 a.m. to 1 p.m. on Monday, July 17, at Maggiano's in The Domain. In addition to a delicious multi-course meal and a lively TREPAC gift basket auction with TREPAC Director Leslie Cantu, we'll feature a special presentation from Texas REALTORS® CEO and President Travis Kessler and Chair-Elect Christy Gessler, CRS. They will share the latest developments in the NAR ruling and what to expect as changes are implemented, and Ms. Gessler will present an overview of the use of new forms in your business.

Discussing the forms will be especially useful as we approach the August 17 implementation date. While several existing forms have been modified, the new additions have drawn the most intrigue. In addition to the revamped long-form Buyer Representation Agreement, the new short form is one brokers will need to give special consideration to as they set policy for service levels. It will also be crucial that agents understand the sequence of use for the forms, from pre-showing to offer submission, as we all adjust to the new guidelines.

Attending an in-depth contracts course in person should be a top priority for all agents this month to best prepare for the road ahead. There are a variety of courses available in the area that allow you to focus on specific forms to understand them better and, more importantly, how to present them to consumers effectively.

The live TREPAC gift basket auction occurs immediately following the presentation. Texas RRC has long supported RPAC initiatives to promote homeownership and policies

protecting property rights, and we are proud to be a CAP Investor. We hope you'll also back TREPAC through gift basket donations and auction participation. Please get in touch with us at [TexasRRCBoard@gmail.com](mailto:TexasRRCBoard@gmail.com) to sign up for a donation or for more information. Registration for the July luncheon is now open, but seating is limited. To secure your seat, visit [Bit.ly/AustinJuly](https://bit.ly/AustinJuly) today. Tickets are \$30 for RRC members and \$35 for non-members. We look forward to seeing you there!

## Austin

Join us for an update on the latest in litigation and the new contracts featuring Travis Kessler, CEO and President of Texas REALTORS® & Christy Gessler, Chair-Elect of Texas REALTORS®, followed by TREPAC auction with Leslie Cantu, TREPAC Director

Wednesday, July 17, 2024

11am - 1pm

**Location:**

Maggiano's @ The Domain

10910 Domain Dr Suite 100

**Register:**



JLF Annual Golf Tournament:  
**Alexis Thomas** of Austin Title  
and **Grant Thomas** of Kuper  
Sotheby's International Realty



ABREP – All About Property Management:  
**Amanda Garcia** of Sunshine Property  
Group, **Christine Chau** of FirstHand  
Properties and **Teresa Scott-Tibbs** of  
Peach Blossom Properties



The Alliance Rainbow Wednesday:  
**Taylor Smith** of ABoR and **Marq  
Haverly** of Keller Williams Realty

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JLF Annual Golf Tournament

An advertisement for Capital Title, a Shaddock Company. It features a close-up of a brown longhorn's head with large, curved horns. The text "Texas Based Texas Owned Locally Inspired" is written in a white, cursive font over the image. In the bottom left corner, there is a QR code. To the right of the QR code, the text "Scan the QR code to find a friendly Capital Title office near you" is written in a white, sans-serif font. The Capital Title logo is in the top left corner.

**WHO ARE THEY: CONTINUED FROM FRONT PAGE**

features. Open-concept living spaces are highly desired for their versatility and the sense of spaciousness they provide. With a growing focus on sustainability, energy-efficient homes with features like solar panels, energy-saving appliances, and effective insulation are increasingly popular. Given Texas' favorable climate, features like patios, outdoor kitchens, and large yards are highly valued. Smart home features, including automated lighting, security systems, and climate control, appeal to tech-savvy buyers across all age groups.

**Community and Lifestyle**

Homebuyers also consider community and lifestyle factors when making their decisions. Quality school districts are a top priority for families with children, influencing the choice of neighborhoods. Low crime rates and community safety are essential for all homebuyers, impacting both urban and suburban preferences. Proximity to amenities such as parks, shopping centers, restaurants, and healthcare facilities enhances the attractiveness of a location. Access to major highways and public transportation options can be critical, especially for those working in urban centers.

**Market Trends**

Current trends influencing the Texas housing market include the rise of remote work. This has increased demand for homes with dedicated office spaces and good internet connectivity, allowing for flexibility in location choices. Influxes from other states, particularly California, are shaping the market dynamics, increasing demand and influencing price trends. There is also a growing emphasis on sustainable living, with buyers seeking homes that support an eco-friendly lifestyle.

**Challenges for Texas Homebuyers**

One of the significant challenges in the Texas housing market is the inventory shortage, leading to increased competition and higher prices. Rapid population growth and a robust economy have fueled high demand, outpacing the available housing supply, particularly in major cities. Supply chain disruptions and labor shortages have caused delays in new construction, exacerbating the inventory issue.

Affordability remains a critical issue, particularly for first-time buyers and lower-income families. Home prices in Texas have been rising steadily, driven by high demand and low inventory. This trend puts pressure on affordability, especially in urban areas. Access to down payment assistance programs and affordable mortgage options is crucial for maintaining accessibility to homeownership.

**Future of Texas Homebuying**

The future landscape of Texas homebuying will be shaped by several demographic shifts. As baby boomers continue to retire, there will be increased demand for retirement-friendly housing options, including smaller, low-maintenance homes and communities with healthcare amenities. Millennials will continue to be a driving force in the housing market, influencing trends towards tech-savvy, sustainable, and flexible living spaces.

Economic conditions and policy decisions will also play crucial roles. Continued economic growth in Texas will support a robust housing market, although it may also lead to further price increases and affordability challenges. Policy measures aimed at increasing housing affordability and addressing inventory shortages will be critical. This includes zoning reforms, incentives for affordable housing development, and support for first-time buyers.

Technological advancements will continue to influence homebuying behaviors and preferences. The use of VR technology for home tours is likely to become more widespread, providing buyers with convenient ways to explore properties remotely. Artificial intelligence and big data analytics will play a more significant role in personalized home search experiences, matching buyers with properties that meet their exact criteria.

Understanding the profiles and preferences of Texas homebuyers is essential for navigating the state's dynamic real estate market. From millennials seeking affordability and tech integration to baby boomers looking for comfortable retirement options, the diverse needs of Texas homebuyers shape the demand for various home features and community attributes. Economic conditions, demographic shifts, and technological advancements will continue to influence these preferences, presenting both challenges and opportunities for real estate professionals in the Lone Star State.

By staying attuned to these trends and addressing the key concerns of homebuyers, industry stakeholders can better meet the evolving demands of the market, ensuring a vibrant and sustainable future for real estate.



Unmasking Real Estate Scams in Texas: **Angelica Leon James** of Priority Settlement Group of Texas and **Candye Robinson** of Independent Realty



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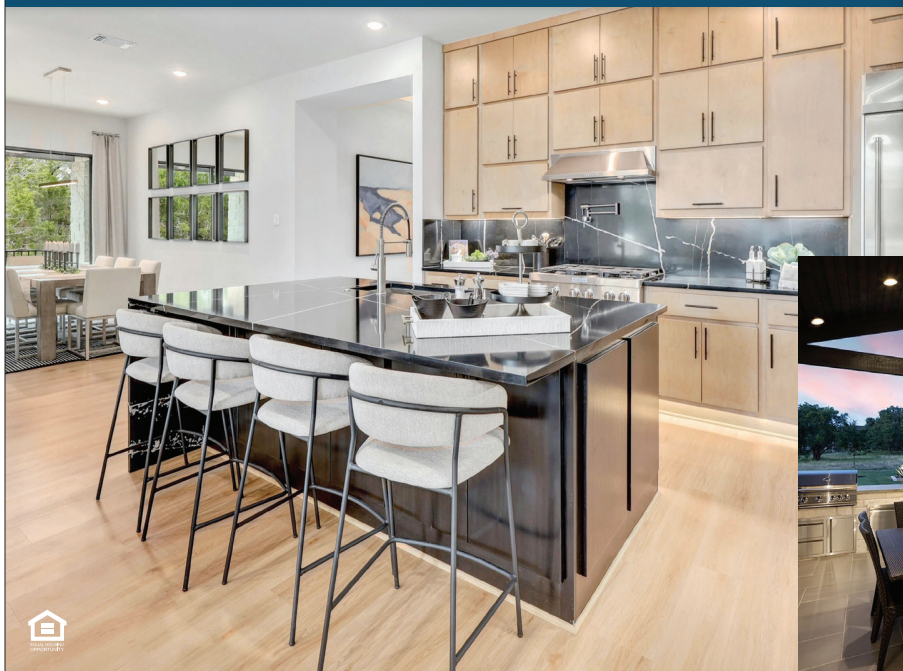
WCREALTORS Hutto City Update:  
Hutto Mayor **Mike Snyder**

Champions School of Real Estate Career Fair:  
**Debra Reineke** and  
**Cyndi Carter**, both of  
Champions School of Real Estate



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Cross Creek Re-Grand Opening:  
**Haejin Kim** and **Melissa Jung**,  
both of MRG Realty

ABOR Industry Awards: **Lori Goto** of Encore Realty, **Jonna LaGrone-Haynes** of Keller Williams Realty, **Christine Chau** of FirstHand Properties, **Erin Morrison** of MODUS Real Estate and Community Service Award Winner **Miriam Moorman** of Fathom Realty



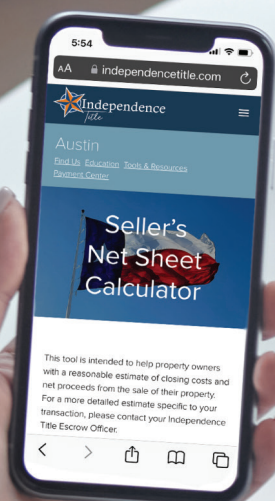


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WCREALTORS Hutto City Update:  
**Stephanie Marek** of Austin Title and **Lily Hernandez** of Keller Williams Realty

Champions School of Real Estate Career  
Fair: **Kimberly Speer** of WCREALTORS

ABoR Broker and Sales Manager  
Forum: **James Yanz** of ABoR, **Derrick Jones** of Austin City Living and **Les Sherman** of Sherman & Co. REALTORS

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ABoR Broker and Sales Manager Forum:  
**Cheryl Jenkins** of CKJ Realty Group, **Nora Wall** of Cultivate Realty and **Miryam Cornwall** of Cornwall Properties



Champions School of Real Estate Career Fair: **Daniel Hain** and **Rick Ellis**, both of Berkshire Hathaway Texas Realty



Modern Marketing Class



ABREP All About Property Management (double check title): ABREP President **Jonna LaGrone-Haynes** of Keller Williams Realty, **Shelton Green** and **Robert Wright** of R.L. Wright, REALTORS



Modern Marketing: **Mike Friedman** of 1848 Realty and **Enrique Jasso Sr.** of RE/MAX Vision



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\*\*Up to \$20,000 finance assistance incentive is valid on firm, non-contingent purchase agreements accepted between June 1-30, 2024 on build-to-order and select quick-move-in homes in the Austin area when buyer finances with First Equity Mortgage, Inc., an Equal Housing Lender licensed by the Texas Department of Savings and Mortgage, License #SML; NMLS #21157. Excludes build-on-your-lot homes. Subject to borrower qualification. Amount of incentive varies by Drees community and plan. Flex Cash may be used for financing assistance (closing costs and/or buying down the interest rate). This Incentive is not available with other promotions or discounts and is subject to change or withdrawal without notice. Other restrictions may apply. See your Drees market manager for details. First Equity Mortgage, Incorporated is a wholly-owned subsidiary of The Drees Company located at 211 Grandview Drive, Suite 102, Ft. Mitchell, KY 41017.



Champions School of Real Estate Career Fair: **Lindsay Brewster** and **Conna Purcell**, both of Pure Realty



WCREALTORS Hutto City Update: **Omar Pineda** of eXp Realty, **Pam Carroll** of Austin Title and **Luis Arias** of JB Goodwin REALTORS



Austin Real Estate YPN: **Adrian Dukes** of Spyglass Realty and **Mary Zadnik** of Coldwell Banker Realty





ABoR Industry Awards: **Ruta Zilinske** of Pegasus Estate Group, **Janae Merrieweather** of Capital Title and **Geof Sloan** of Realty Austin



JB Goodwin Westlake Ribbon Cutting: **Edward Tull**, **Nicole Lang**, **Kayla Ehrecke**, **Tammy Gardner**, **JB Goodwin**, **Ben Goodwin** and **Tony Zavaleta**, all of JB Goodwin REALTORS



JLF Annual Golf Tournament: **Blair Renner** of Austin Title, **Kim Looney** and **Alexis Thomas** of Austin Title



Modern Marketing Class: **Melanie Anthony**, **Mary Kay Ponce** and **Debra Dozier**, all of Horizon Realty

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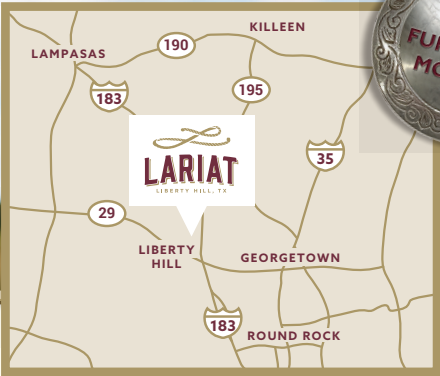
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- Future Dog Park







SouthStar Bank Guac & Talk About Small Business: **Amanda Aaron, Aften Serrano and Jesica Garza**, all of SouthStar Bank



Champions School of Real Estate Career Fair: **Kerri Parker** of Amazing Realty



ABoR Industry Awards: **Albert**, of Compass Real Estate, and **Julie Allen**



WCREALTORS Hutto City Update: **Rich Calzada, Kathrin Luetkhoff and Terri Richard**, all of JB Goodwin REALTORS

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JB Goodwin Westlake Ribbon Cutting:  
**Nicole Lang** of JB Goodwin REALTORS,  
**Robert Patterson** of Scott Felder Homes and  
**Tammy Gardner** of JB Goodwin REALTORS



ABoR Industry Awards: **Bray Real Estate Group**



Unmasking Real Estate Scams in Texas:  
**Clarice Velasquez**, **Majbritt Rayas** of  
Dania Properties and **Patrica Williams** of  
NextHome Modern





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Join us beneath the leafy palms of our latest amenity as we celebrate in style. This **Realtor-only unveiling of Ranch Camp**, our Homestead Amenity Center, comes with an exclusive first look at two **shimmering pools**, a **kiddie pool**, the thrilling adventure that is **Happy's Splash Park**, **two pickleball courts**, and **lounge-ready shaded spaces**. It's a resort getaway in and of itself – almost as if you're enjoying the sunny shores of Miami.

And with our **Grand Prize Giveaway**, that could be your next stop! One lucky guest will coast away through a luxurious stay at the **Four Seasons Surf Club** in Surfside Beach.

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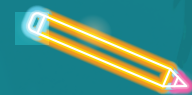
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JLF Annual Golf Tournament:  
Josh Williams of Austin Title,  
Chad Renner and Brad Angst



ABOR Industry Awards:  
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Jennifer Lish of Coldwell  
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JB Goodwin Westlake Ribbon Cutting

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