

Lawrence Board of Realtors

Marketing and Communications Committee

Co-Chair: Lexie Haskin, Flint Hills Mortgage
Co-Chair: Campbell Ragan, McGrew Real Estate
Past Co-Chair: Emily Robertson, Surface Experts
Rob Hulse, LBOR Staff Liaison
Tori Perdue, Platinum Realty

Diane Fry, Fairway Independent Mortgage
Erin Maigaard, McGrew Real Estate
Nez Iskandrani, Pure Maintenance of Kansas
Kevin Phenix, Stephens Real Estate
J. Patrick Dipman, McGrew Real Estate

Marketing and Communications Committee Meeting

Empowering the Community through REALTOR Connections

December 9, 2025 @ 1:00 PM

1. Call to Order (10 min)
 - Attendance & Icebreaker: 1 goal or piece of advice going into the new year you would like to share?
 - Review of Minutes from November (**Campbell**)
2. Previous Business (35 min)
 - A. Podcast Sub-Committee Update (20 min)
 - Sponsors/Advertisements - Is there any further interest? Share Pure Maintenance's ad when talking to people! (**Erin**)
 - Lexie has been working the ads hard lately and has possibly sold 5 ads. Waiting to hear back from:
 - TopGun Concrete Lifting, Rainbow Restoration, Poo Squad Lawrence
 - Ad re-implementation just released in Nov. podcast episode. Melissa's with HOA's.
 - Does anyone have any thoughts on how this looked vs. the last one? (**Nez**)
 - First Recording Session has been completed! We have the dates for all remaining recording sessions and have been booking for January and they are already half full. (**Patrick- how did the first recordings go? Rob? Erin?**)
 - Discuss episode topics & guests
 - January 15 & 29th
 - February 19th
 - March 5th & 26th
 - Funding for 2026:
 - The Board of Directors has agreed to both of our plans- plan A is our hope! We are super excited to be including Kyla in our 2026 podcast plans!
 - Discuss both Plan A & Plan B & take questions!
 - Drop off lists of episodes flyers along with making the business cards
 - Could Beth do a Linktree for the podcast? (**Rob**)
 - Pass on Business cards so we can talk with Kyla but get everything else rolling?
 - Apply for the grant- Is this something you will head (**Rob**)? Do you need anything from us?
 - Discuss grant episodes & guests
 - B. Social Media: (10 min)
 - Update on Public Group (**Patrick**)
 - Insight Tracker Update (**Patrick**)
 - Lexie is asking whether anyone would be interested in doing the Wisdom Wednesday?
 - Update on Private Group
 - Remember to try and post when you get a moment for interactions!
 - Erin, we have seen you posting occasionally- thanks! :)
 - C. OTHER UPDATES: (5 min)
 - Affiliate Spotlight - (**Kevin**)
 - Follow up: (**Rob**)- did you put this in the newsletter? Any other responses? Where are we at on this?
 - Campbell has slowly been "resharing" the affiliate posts. (**Campbell**)
 - Revisit our goals for 2025 & make goals for 2026:
 - Do we want to alter those for 2026?
 - Looking forward into 2026 what we need the most help with:
 - Ad sales
 - Sharing podcast posts
 - Encouraging others to follow, tune into podcast episodes
 - Support at the Midyear luncheon when we will be having the panel if all goes to plan with our Plan A grant.
 - New date/time for meeting. Lexie has mandatory meetings on Tuesday. Not a great day. Looking to change to a different day. What is everyone's thought on the 2nd Wednesday of every month around 11:00 a.m.?
3. Open the Floor for Suggestions

GOALS FOR THIS YEAR: 2025

COMMUNITY OUTREACH:

- Recruit two new members to join our committee
- Work with/assist other committees in their endeavors

PODCAST:

- UPDATE: Advertising to become more sustainable for the podcast moving forward
- Recruit/Fill six advertisements/episode sponsors for the podcast

1. ****Selling in a Buyer's Market**** – How to position your home.
2. ****House Hacking 101**** – Creative strategies for using your home to build wealth.
3. ****Mortgage Insurance Demystified**** – Understanding its role and requirements.
4. ****1031 Exchanges (Mark Anderson)**
5. ****Peaslee Tech (Kevin Kelley)**
6. **~~**Navigating & Understanding Property Taxes**~~**
7. ****Psychology of Home Buying****
8. **~~**Technology trends in homes** (Drew Deck)~~**
9. ****Lawrence Realtors Community Foundation- what they do, fundraisers, and charities (Greta??)**
10. ****Different ways to title a home and what that might mean?****
11. ****What it means to have your home in a trust****
12. ****KAR & What they do??* Crystal Swearingen??**
13. ****Appraisers- Greg Moore?***
14. ****Episodes for each Inspection Type**
 - a. General Home Inspection
 - b. **Radon**
 - c. Termite/WDI
 - d. Sewer Scope
 - e. Roof Inspection
 - f. HVAC evaluations
 - g. Chimney inspection
 - h. **Mold Inspection**
 - i. Structural
15. ****Sewer Systems- Septic** (HoneyBees- Scott)**
16. ****Foundation Expert**
17. ****Realtor safety**
18. ****Cameras in homes - Do's & Don'ts**
19. ****Realtor Horror Stories w/ Toland Hippe**
20. ****Benefits of having an Open House/Marketing your Home**

Possible Guest list:

Greta Carter Wilson (Coldwell)

David Dunn (Stephens Real Estate)

EXP Realty (Casey Williams or Mohammad Aldamen)

Compass (Larry Northrop or Debbie Heinrich)

Platinum realty (Meagan Cox, Michelle Kern, Sara Schrock, Susan Parker)

Title		Guest	Company
Curbing Doubts: How Curb Appeal Influences Buyer Perception		Michelle Roberts-Freeman	Stephens Real Estate
Home Insurance Uncovered: From Claims to Costs		Thea Lease	The Sparle Agency, Farm Bureau Financial Services
Navigating Interest Rates		Kelsey McClasky	Fairway Independent Mortgage Corporation
Navigating the NAR Settlement: Insights		Rob Hulise	LBOR
Unveiling the Mystery: Exploring Title Insurance		Beth Shmalberg	Kansas Secured Title
Unlocking the Benefits: Why You Should Use a Realtor for Your Next Move		Jill Ballew	Stephens Real Estate / LBOR 2024 President
Exploring the Role and Value of Buyer's Agents		Cheri Drake	McGrew Real Estate
Clearing the Air: Understanding Radon and Radon Mitigation		Kyle Bulmer	Bulmer Environmental Solutions
Unmasking Mold: Signs, Health Risks, and Effective Mitigation		Nesreen Iskandrani	Pure Maintenance
Decoding the Residential Appraisal Process		Michael Elliott	Veritas Appraisals
Spooky Critters and Creepy Crawlers: Pest and Termite Inspections		David Roubison	Laser Pest
Preventing the Unthinkable: Fire Safety Tips Every Homeowner Needs to Know		McKenzi Ezell & Kevin Joles	LK Fire & Medical
Smooth Moves: Expert Tips		Reese Jones	Professional Moving & Storage
Enhancing Your Home		Victoria Perdue	KW Integrity / KB Painting KS
Making Use of Local Housing Programs – Affordable Housing Series		Erika Zimmerman & Ashley Taylor	Habitat for Humanity & Tenant to Homeowner
Homebuyer Education Programs – Affordable Housing Series		Bailey Stuart & Lexie Haskin	McGrew / LBOR 2025 President & Flint Hills Mortgage
Understanding Financial Literacy – Affordable Housing Series		Ashley Zeller & Ginger Ellsperman	Bank Midwest & HCCI
Navigating Multi-Generational Living – Designing spaces that work for everyone		Claire Vowels	KW Kansas City (Thrive Team)
Buying Your First Investment Property – Homeownership and Wealth Building		Bryan Hedges	Really Executives Hedges Real Estate
Rural Housing Challenges and Solutions – Addressing unique homeownership issues in rural areas		Deborah Becker & Randy Russell	Moovement Mortgage & Stephens Real Estate
Understanding Escrow and Closing Costs – What's really included in your closing paperwork		Ely Clausen	Mid America Bank
Homeowner's Guide to Tax Prep – Buying, Selling, and Capital Gains		Amy Neth Sand	Stonescreek Accounting
Estate Sales: Preparing and Selling a Home with a Story – Tips for handling the process		Randy Walker	American Estate Sales
New Construction – The process and what it looks like		Joy Slavens	KW Integrity
How to Use HELOCs Effectively – Smart ways to tap into your home's equity		Secily Rees	Envista Federal Credit Union
Inventory Shortages in Lawrence & New Construction – What is causing the issues?		Bobbie Flory	Lawrence Home Builders Association
Selling a Home with Pets – Tips to keep your property attractive to buyers		Theresa Seiwald	KW Integrity
Navigating Covenants & Restrictions – What every buyer should know		Kent Brown	Register of Deeds- Douglas County
Staging on a Budget – How to make your home stand out without breaking the bank		Mariah Miller	Crystal Clear Realty
Moving Stories & What to Look Out For – Learning from unexpected discoveries		Bobby Jones	Professional Moving & Storage
Investing in Real Estate: Should You Flip or Rent? – Evaluating the best approach for your goals		Steve LaRue	McGrew Real Estate
Should You Buy a Fixer-Upper? – Evaluating the costs and benefits		Josh Coulter	Stone & Story Real Estate- Now KW Integrity
Roofing 101: What Every Homeowner Should Know		Nate Robertson	Vision Roofing
Fraud – What to be on the lookout for		Ray Lundin & Secily Rees	Envista Federal Credit Union
Navigating Homeowners' Associations (HOAs) – What every buyer should know		Melissa Hickam	Certified Manager of Community Associations
Insurance Dive – Umbrella Policies, What Are Insurance Companies Looking At?		Lexi Myer	Maxia Insurance Agency
Understanding Historical Home Designations – What it means for renovations and value		Sean Williams	Really Executives Hedges Real Estate
Energy Efficiency in Homes – What it means & how to get a good return on your investment		Kelly Drake	Mallard Homes Inc.

Podcast Ad Sponsorship Form

Podcast Name: Lawrence Real + Local: Keepin' it Real Podcast by Lawrence Board of REALTORS®

Presented by: Lawrence Board of REALTORS®

Host: Lexie Haskin and Campbell Ragan with the Lawrence Board of Realtors

Podcast Website: <https://podcasters.spotify.com/pod/show/lawrence-real-local-lbor>

About the Podcast

The podcast delivers valuable insights and interviews with industry experts on topics relevant to real estate professionals, homeowners, and aspiring buyers. With a growing audience, it provides an ideal platform for affiliate members to promote their services.

Sponsorship Opportunity

We offer a single-tier ad sponsorship at an accessible price point, making it easy for affiliates to get involved and connect with our listeners.

Standard Sponsorship – \$50/Episode

- **15-30 second** ad read in the middle of the episode.
- Business link featured in the podcast episode description.
- Logo featured on social media reels promoting the episode.

Sponsorship Details

Please fill out the information below to confirm your sponsorship:

Company Name: _____

Contact Name: _____

Email Address: _____

Phone Number: _____

Number of Episodes to Sponsor: [1] [2] [3] [4]

Do you have specific talking points or a script for your ad read?

Please provide your business link to include in the description:

Payment Details

- Payment Method: [☐] Check [☐] Credit Card [☐] ACH Transfer
- Payment Due: Payment must be received before the episode air date.

Authorization

By signing below, you agree to sponsor the Lawrence Real + Local: Keepin' it Real Podcast by Lawrence Board of REALTORS® for the indicated number of episodes. Payment is due prior to the episode recording, and sponsorship details must be provided at least 7 business days before the episode launch.

Signature: _____

Date: _____

Please send the completed form to:

Email: _____

Phone: _____

Podcast Series Title: “The Home Stretch: How Communities Grow Together”

Theme:

This series focuses on the *behind-the-scenes of how towns and cities grow*, what it takes to build homes, streets, and neighborhoods, and the roles REALTORS®, city officials, and everyday residents play in shaping the future of their community.

5-Episode Outline:

1. Zoning Made Simple

- **Guest:** City zoning administrator or land use planner
 - **Ideas:** Matt Gough, Daniel Davey, Jeff Crick (Planning & Development Services Director)
- **Topics:** What zoning is, how it impacts housing, types of zoning, how zoning changes happen

2. Utilities & Infrastructure: What You Don’t See

- **Guest:** Public works official or civil engineer
 - **Ideas:** Mike Lawless (City based), Dustin Baker (Developer perspective), Roger Johnson, Melissa Seaben
- **Topics:** Roads, sewers, water lines, and the planning that supports neighborhood growth

3. Building From the Ground Up

- **Guest:** Local builder or general contractor
 - **Ideas:** Morgan Minnis, Jason Todd, Mickey Stremel, Trent Santee
- **Topics:** Timeline and cost of building homes, permitting, inspections, and supply chain realities

4. How a Development Gets Approved

- **Guest:** Planning commission member or developer
 - **Ideas:** BG Consultants David Hamby
- **Topics:** Planning & zoning meetings, plats, public input, and how REALTORS® can participate

5. Why Isn’t There More Housing?--> Shift to: What is the importance of housing development?

- **Guest:** Economic development director or market analyst
 - **Ideas:** Steve Kelly, Joshua Falleaf, Daniel Davey
- **Topics:** Inventory shortages, land use bottlenecks, labor shortages, and possible solutions→

1. Economic Impact

- How housing development drives job creation (construction, trades, local businesses)
 - The ripple effect on local tax revenue and community services
 - Why cities stagnate without new housing
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2. Affordability & Supply

- How new housing affects pricing pressure on existing inventory
 - Why development is essential for long-term affordability
 - The role of starter homes, infill development, and diverse price points
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3. Community Growth & Stability

- How housing supports school enrollment, local businesses, and neighborhood vitality
 - The impact of housing shortages on workforce retention
 - Why stable housing options keep communities strong and competitive
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4. Types of Housing Needed

- Missing Middle housing (duplexes, triplexes, small multifamily)
- High-density vs. low-density development
- Why variety is key to meeting generational needs

Why This Series Works:

- Educational for both the public and REALTORS®
- Encourages civic engagement in local planning and development
- Non-divisive, fact-based, and tied to practical real estate knowledge
- Easy to pair with a community forum, housing fair, or Q&A session for added grant value

2026 Proposed Podcast Budget (Plan A)

Income:

- Bank Midwest Mortgage Sponsorship: \$1,000
- Lawrence Board of Realtors Sponsorship Request: \$1,000
- Smart Growth Grant Level 2: \$7,500
- Ad Revenue (6 ads @ \$150/each): \$900

Total Income: \$10,400

Expenses:

- 24 Podcast Episodes @ \$135/episode: \$3,240
 - Series has 5 episodes
- Opus AI Subscription: \$114
- Google Drive Storage (\$20/month): \$240
- Consultant Kyla Love: \$3,000
- Panel Luncheon Discussion: \$2,000
- Potential Facebook Ad Marketing: \$1,000
- Flyers & Business Cards: \$200

Total Expenses: \$9,794

Summary:

- **Total Income:** \$10,400
 - **Total Expenses:** \$9,794
 - **Budget Surplus:** + \$606
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2026 Proposed Podcast Budget (Plan B)

Income:

- Bank Midwest Mortgage Sponsorship: \$1,400
 - Lawrence Board of Realtors Sponsorship Request: \$1,600
 - Not to exceed \$1,600. We will reduce with each additional ad that is sold.
 - Smart Growth Grant Level 1: \$3,000
 - Ad Revenue (8 ads @ \$150/each): \$1,200
 - **Total Income: \$7,200**
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Expenses:

- 24 Podcast Episodes @ \$135/episode: \$3,240
 - Series has 5 episodes
- Opus AI Subscription: \$114
- Google Drive Storage (\$20/month): \$240
- Consultant Kyla Love: \$3,000
- Potential Facebook Ad Marketing: \$500
- Flyers & Business Cards & Business Cards: \$100

Total Expenses: \$7,194

Summary:

- **Total Income: \$7,200**
 - **Total Expenses: \$7,194**
 - **Budget Surplus: + \$6**
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Additional Notes:

- Once the amount is determined, the Facebook ad budget can be set based on projected reach and marketing goals.

2025 Podcast Release Schedule

January

- **January 6: Episode 1:** 2026 Market Predictions: Rob Hulse
 - Josiah- December 4th Folder
- **January 20: Episode 2:** How to Price & Position Your Home to be Sold: Erin Maigaard
 - Josiah- December 4th Folder

February

- **February 3: Episode 3:** Top 5 Negotiation Mistakes to Avoid when Buying a Home & How to Secure the Best Deal: Michelle Roberts-Freeman
 - Josiah- December 4th Folder
- **February 17: Episode 4:** Seasonal Home Maintenance Recommendations: Brett LaRue
 - Josiah- December 4th Folder

March

- **March 3: Episode 5:** County Appraisals: Brad Eldridge
 - Josiah- January 29th Folder
- **March 17: Episode 6:** Airbnbs & World Cup: Jill Stueve
 - Josiah- January 15th Folder

April

- **April 7: Episode 7 GRANT SERIES #1**
- **April 21: Episode 8 GRANT SERIES #2**

May

- **May 6: Episode 9 GRANT SERIES #3**
- **May 20: Episode 10 GRANT SERIES #4**

June

- **June 3: Episode 11 GRANT SERIES #5**
- **June 17: Episode 12 CHAMBER EPISODE**

July

- **July 1: Episode 13:** Technology Trends in Homes: Drew Deck
 - Josiah- January 15th Folder
- **July 15: Episode 14:** Lot & Construction Loans: Michelle Fales
 - Josiah- January 29th Folder

August

- **August 5: Episode 15**
- **August 19: Episode 16**

September

- **September 2: Episode 17**
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- **September 16: Episode 18**

October

- **October 7: Episode 19**
- **October 21: Episode 20**

November

- **November 4: Episode 21**
- **November 18: Episode 22**

December

- **December 2: Episode 23**
- **December 16: Episode 24**