



CEO Monitoring Report Spring Summit 2024

SUMMARY

CAR is exemplifying strong leadership and organizational excellence through our commitment to following the CAR Bylaws, Policies and Strategic Plan approved by the CAR Board of Directors. With a focus on our mission of empowering members as industry and community leaders with knowledge, ethics, professionalism, and is the collective voice for housing and property rights and a vision to be advocates for a sustainable marketplace for the benefit of consumers, CAR is actively working towards the betterment of the Association and being the best possible partner we in the industry for the betterment of Colorado REALTORS.

EXECUTIVE LIMITATIONS

CAR staff is following all of the executive limitations prescribed in the Policy Governance documents and approved by the Board of Directors.

CAR STRATEGIC PLAN UPDATE

(Reference to "we" includes volunteers and staff working together)

ADVOCACY ACTION ITEMS:

- Legislative Policy Committee and its sub-committees meet frequently. They have reviewed and taken position on over 80 real estate related bills so far.
- Regulatory Policy Committee has acted on various proposed rule changes concerning sign crossing, licensing portability, practice standards etc. The committee meets on a consistent basis to discuss and provide feedback to the Colorado Real Estate Commission and Department of Real Estate.
- President Jason Witt has challenged each CAR Committee to be 100% invested to protect private property rights and homeownership.
- CAR volunteers and staff serves on various coalitions to champion our mission and vision.
 - o Water Commission
 - o Property Tax Commission
 - o Serve on Common Sense Institute Board of Directors
 - o Serve on Senator James Coleman's Housing and Urban Development Council
 - o Staff participates with C3, Denver Chamber of Commerce and Aurora Chamber of Commerce

MEMBER EMPOWERMENT

- Conducted a membership survey at the end of 2023 to share with CAR Leadership their sentiment regarding CAR.
- Keeping members up to date on the implications of the NAR settlement regarding doing business in Colorado. Sent out multiple member and CAR BOD statements.
- Have held one session on Fair Housing so far. Three more are scheduled the month of April.
- Scott has taught the ACU class to multiple associations and brokerages the first quarter of this year.
- Scott has presented multiple sessions at events and local association's membership meetings how to articulate your value proposition.
- Jason Witt and Andrea Warner has visited numerous brokerages the first part of this year.
- CAR Staff has visited or participated in numerous brokerage visits- HomeSmart, RE/MAX Professionals, RE/MAX Leaders, Sothebys International Realty, and EXP to provide CAR updates and fielded questions on things CAR can do to help them with challenges and opportunities.

COMMUNICATION & ENGAGEMENT

- We have been very active in sending out statements regarding the NAR Settlement and actions CAR will be taking to help navigate its implications through out various communication methods- social media, online, email.
- CAR Online News with updates about CAR and the industry twice a month
- Colorado REALTOR Magazine is delivered online four times a year. It provides CAR updates, industry interest articles, and more.
- Capitol Connection is delivered weekly during the Legislative Session to provide members and association professional staff who subscribes to it legislative updates.
- **Membership Outreach-** Collectively, CAR leadership and staff continues to proactively visit and participate in local association meetings and events around the state. We will continue throughout the year with these efforts as it is a part of us gathering feedback, sharing with as many members as possible the opportunities and benefits the state contributes to the "why" of being a Colorado REALTOR®. The list includes:

EXTERNAL COMMUNICATION

- We continue to receive great media coverage through our Research program helping make CAR the Voice of Real Estate for state information and now other real estate related topics. Also, through our involvement with industry and business organizations, Colorado REALTORS® public presence continues to increase day by day.
- CAR continues to receive plenty of earned media recognition through our housing market research program, public policy positions and community engagement efforts (CAR Foundation).
- CAR Foundation Invested **\$10,126,744.10** in Colorado communities, helping more than 92,000 people.
- CAR staff, namely Brian Tanner, Lauren Cecil, Jesse Zamora, Scott Peterson, and I meet with various legislators, commissioners and business leaders in person, conference call and by zoom.

COLLABORATION AND PARTNERSHIP- We are Better Together

- Hosted meeting with Diverse Real Estate Group regarding the NAR Settlement implications regarding Fair Housing

- **Staff Local Association Visits**
 - o Participated in Grand Junction Western Slope REALTOR Rally
 - o Participated in panel for Greeley Area REALTOR Association
 - o Participated in DMAR Foundation event- Chili Cookoff
 - o Participated in Vail Event
 - o Participated in REALTOR Summit
 - o Participated in the Delt Realtor Day
 - o Scott has visited multiple associations teaching how members can articulate their value.
 - o Government Affairs team has visited multiple associations giving legislative updates.

- **Industry Partners in Colorado**
 - o Participated in NAHREP- Northern Colorado Chapter Installation
 - o Participated in AREAA Installation
 - o Attended NAHREP- Denver Chapter Installation

- **NAR and Region Meetings:**
 - o Serve on AEC Recognition Advisory Workgroup
 - o Serve on REALTOR Relief Foundation
 - o Serve on RPR Advisory Group
 - o Participate in Region XI bi-monthly meetings.
 - o Participated in Association Executive Institute
 - o Participated in President's Circle
 - o We have 63 volunteer leaders and professional staff that serve on NAR committees in 2024.

ORGANIZATIONAL EXCELLENCE

- CAR remains in great shape. The CAR building internally and externally remains well maintained. We have a strong team, and our culture continues to evolve. While we lost Theresa Harvey (Executive Assistant to the CEO) we have added Deanna Semanchik who will serve as Executive Assistant to the CEO and the CAR Foundation. You can learn more about the CAR Team at the ColoradoREALTOR.com under "about us".
- Sent out a membership survey to our entire membership at the time (27,965 members) to get their feedback on how they feel CAR is doing in helping them be more successful and in protecting the industry statewide. We received a B grade which is consistent with our previous membership surveys since 2016. Don't forget this was at a time when there was a lot of confusion and apathy of being a REALTOR.
- We ask for feedback after every meeting or class we host to ensure we are creating the member experience participants expect. While there is always room for improvement participants feel like their experience is from average to excellent.
- Working on keeping our website updated more consistently with relevant tools and resources for members and the public to use.
- As of our latest membership report on March 30th, our membership numbers stand at 26,364. This represents a decrease of around 2,000 members compared to the same time last year. While this may

seem concerning, we view it as a necessary adjustment following the rapid growth, we experienced from 2020 to 2022, which was not sustainable in the long run. However, we are now starting to see a slight increase in our membership numbers compared to last month, which is a positive sign. While membership numbers are lower than the same time as last year per the Treasurer's report our association remains healthy. We have \$3,656,334 in reserves, which is over the one year of operating expenses threshold by \$1,656,334.

LEADERSHIP

- Conducted Board of Director and Committee Training
- Promoted and encourage members to become a leader in CAR. We have a full slate of candidates for the 2024 CAR Elections.
- We had over 200 members apply for CAR Committees for this year. The highest number we have ever seen.
- Leadership Council approved a new volunteer candidate application process to help make it easier for candidates to apply and for CAR leadership to appoint interested candidates to areas they would like to serve.
- CAR has a succession plan for the CEO; the CEO and COO are working on extending the succession plan to senior staff positions.