2018 YEAR-IN-REVIEW

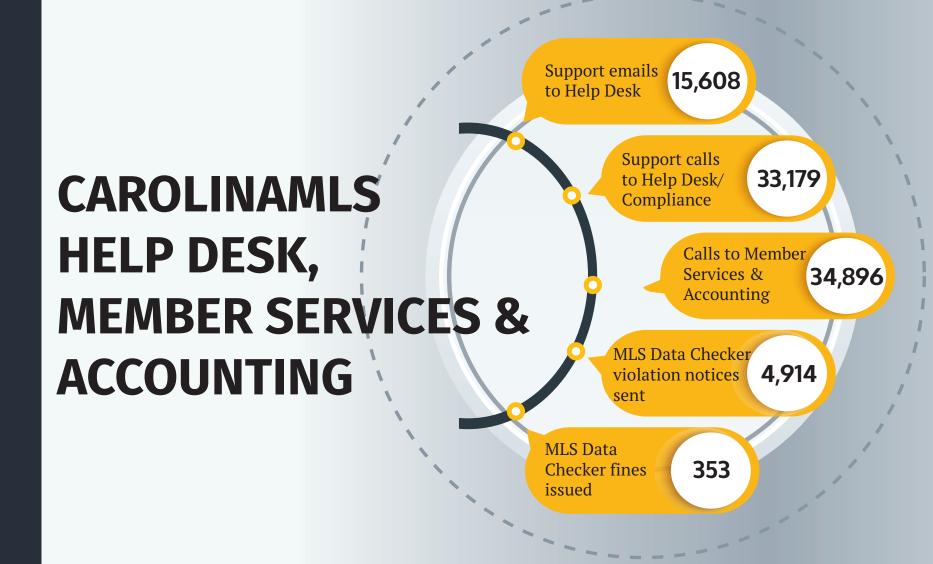
Charlotte Regional Realtor® Association CarolinaMLS Mingle School of Real Estate Housing Opportunity Foundation LEADING, EDUCATING AND EQUIPPING MEMBERS TO BE PRODUCTIVE

MEMBERSHIP

16,235	CarolinaMLS subscribers
1,042	CarolinaMLS assistants
11,070	Realtor [®] members
219	Affiliate members
3,193	New CarolinaMLS subscribers
1,777	New Association members
11,724	SUPRA users
3,126	SentriLock users

MLS EXPANSION

- Completed NCMMLS acquisition
- Completed MLS of Catawba Valley conversion from Paragon to Matrix
- Began the process of integrating Burke MLS into CarolinaMLS
- Continued relationship-building with other MLSs
- CarolinaMLS hired a SentriLock and Data Licensing Administrator based in the Asheville area to serve our expanded areas of service and growing subscriber base



CAROLINAMLS



3,180,500 Charts created using SAM

Accomplishments

- Finalized new team functionality in Matrix
- Continued to work with MLS Grid to finalize implementation
- Implemented Happy Fox ticketing system for e-mail requests to the help desk
- Were the most popular attraction at the EXPO with the free photo booth!
- Revised the Coming Soon-No Show policy
- Updated MLS rules regarding unauthorized use of media
- Created online CarolinaMLS orientation (**1,294** subscribers have completed it)
- Launched "Summer of Matrix" education campaign with tools and tips

Tools & Technology Survey

Conducted in-depth online survey to gauge the needs of subscribers, utilization of current tools, and recommendations for future tools/services (4,500 subscribers participated)

New Subscriber Benefits

- Remine (data analytics tool): 4,093 subscribers are using it since May launch
- Homesnap Pro: **7,296** subscribers are using it since the June 5 launch
- Added My Flood Status so subscribers can purchase flood reports at discounted rates. Offered six webinars with 133 members attending.
 26 reports ordered. Three new NC Gold members.

PROFESSIONAL STANDARDS

Ethics Complaints & Arbitration

- 35 ethics complaints reviewed (27 forwarded for a hearing)
- 9 arbitration requests reviewed (7 forwarded for a hearing)
- 4 citations issued

Request for Mediation

- 17 requests for mediation
- 3 settled outside of mediation
- 5 successful
- 1 unsuccessful
- 8 requests denied or ignored by respondent

MLS Appeals Hearings

7 MLS appeals hearings requested

CRCBR Professional Standards

- 2 mediations requested and declined by respondent
- 1 ethics complaint filed

THE REALTOR® STORE

72,098 Items Sold

Top-Selling Items

- 31,082 Working w/ RE Agents pamphlets sold
- 1,633 Supra BTLE iBoxes sold
- 278 SentriLock boxes sold

- 565 Charlotte/Meck. maps sold
- 600+ Open House signs sold
- 400 Coming Soon signs sold



2018 HOUSING MARKET STATS

MATRIX ENHANCEMENTS

- The Matrix system and all related services have been upgraded to secure sites (HTTPS protocol) using SSL encryption.
- Reporting for waterfront properties has been expanded, including a searchable list of waterbody names.
- Coming Soon-No Show listings are now available in data feeds and for display on Matrix Portals.
- Listings can now have up to 36 images (up from 24).
- Replaced Publicly Maintained Road=Y/N with Road Responsibility field and these options: Privately Maintained Road or Maintenance Agreement, Publicly Maintained Road, Private Road Maintenance Agreement, No Road Access, and Dedicated to Public Use Pending Acceptance, No Road, Other – See Media/Remarks.
- Numerous bug fixes and performance improvements.



Added to Lake/Water Amenities field:

- Covered Structure" to describe whether docks or boat slips are covered.
 - "Boat Ramp" for private boat ramps
 - Stationary Dock"
- "Paddlesport Launch Site" and "Paddlesport Launch Site-Community"

Other additions/changes:

- "Other Parking" field to allow further description of parking features
- "Studio" to the Property Sub Type field for Condo/Townhouse and Rentals
- "Radon Mitigation System" to the Equipment field
- "Taxiway Lot" to the Lot Description field
- "Rooftop Terrace" to the Community Features field in all categories
- "Construction/Perm Loan" to the Sold Terms field
- Suppressed the "Leased" option in the Sold Terms field for Single Family, Condo/Townhouse and Multifamily (keeping it for Commercial and Land)
- Changed "Well" to "Well Installed," and added "Well Needed"
- Changed "Septic" to "Septic Installed," and added "Septic Needed"



1,250 Attendees at the Realtor[®] EXPO 118 **EXPO** booths 18 New EXPO exhibitors 1,086 Oktoberfest attendees 55 Oktoberfest booths 6 New Oktoberfest exhibitors **528** Attendees at Holiday Luncheons and Annual Meetings 339 Attendees at 5 YPN events 219 Attendees at 3 Diversity Council events:

30

- Get to Know Your 55+ Client
- Utilizing realtor.com[®] for International Buyers & Sellers
- On the Table: CLT

Attendees for the Diversity Council Strategic Planning Session facilitated by Fred Underwood, NAR's Director of Diversity

EVENTS

MARKETING & COMMUNICATIONS

27 Press Releases

36 Interviews & Features

3 Community Presentations >\$16 million 2.5 million 500,000 7.7 million 3 million

Number of ads viewed by consumers Digital impressions Social media impressions Television impressions Outdoor media impressions:

15 locations, including near Carowinds and on major interstates

What Role Do You Need? Consumer Outreach Campaign

New Promotions

- Developed a first-time sponsorship with the Charlotte Knights.
- The campaign's TV commercial and digital ads highlighting the Realtor[®] role of "Coach" were viewed by 357,382 fans at 39 games over a three-month period.
- First-time sponsorship of Arts & Science Council Culture Feast campaign logo included in 12,000 emails, ASC website, branded signage and items at event.

Social Media Followers







ADVOCACY

\$141,592 Dollars invested in RPAC

Local Issues

- Defeated a City of Charlotte proposal to adopt a Neighborhood Character District that would have allowed neighborhood groups to impose design and lot size restrictions on residential construction.
- Defeated an effort by the Town of Matthews to adopt a trio of overlay districts that would override existing zoning rights and impose severe development regulations on property owners.
- Worked with Charlotte City Council and staff to secure an affordable housing exemption in a new sidewalk ordinance that impacted residential development.
- Worked with the Town of Mooresville on their adoption of a voluntary mixedincome housing ordinance.
- Successfully advocated for the inclusion and passage of \$50 million Affordable Housing Bond on the November ballot.

Calls for Action

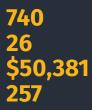
- NFIP Extension
- Get Out the Vote

NC REALTORS® Legislative Day

50 Charlotte-area Realtors[®] went to Raleigh to meet with local legislators and discuss industry priorities.



2018 Realtors® Care Day



Volunteers Sites repaired Sponsorship dollars raised Families and non-profits assisted since 2009 with a collective impact of more than \$1 million \$46,580 Contributed by 1,332 Realtors®

through bi-annual solicitation

Mooresville Soup Kitchen and The Harvest Center received support by the Realtors® Care Day Food Drive. More than **2 tons of food** (1,400+ items) was collected in Charlotte alone.

Workforce Housing **Certificate Program**

79 Total enrollees Number attended workshops Classes offered 31 New graduates 129 Current qualified graduates

HOUSING OPPORTUNITY FOUNDATION

Strides for Shelter 5K Walk/Run

491 17 12

Participants **Financial sponsors** In-kind sponsors

Registration up **9%**, team fund-raising up **12%** and sponsorships up **20%** over 2017.

Knights mascot Homer was on-hand for the race and was a huge hit with both kids and adults.



Distributed to 5 nonprofits

Grants Program

\$432,000 **\$42,999.70** \$22,500

Distributed since inception Community Grants to 15 nonprofits in 2018 Habitat Support Program grants to 8 regional Habitats





On the Table CLT





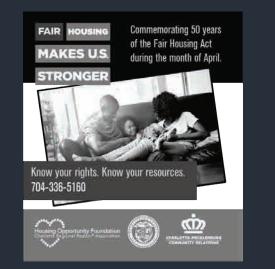
Humanitarian Award

13 applications - Erin Santos was 2019 recipient

\$5,000 distributed to The Isabella Santos Foundation

Total distributed since inception: **\$30,075**

50th ANNIVERSARY OF FAIR HOUSING ACT

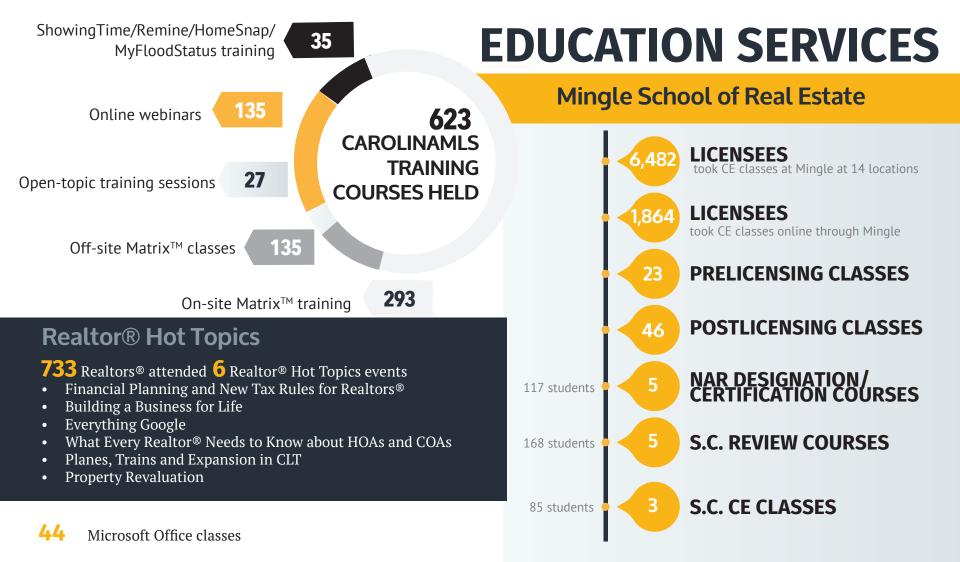


Month-long awareness campaign in April in partnership with Charlotte-Mecklenburg Community Relations Committee:

- 33'x28' Fair Housing wallscape with a public service message was in view of 108,000 cars/passengers per day in April
- CEO Anne Marie DeCatsye appeared with Willie Ratchford on Spectrum News In Depth to discuss the significance of the Fair Housing Act
- Charlotte Business Journal article on the Fair Housing Act history and the Realtor[®] commitment to Fair Housing through the Code of Ethics
- Association and Foundation received "50 Years of Opening Doors" award from Community Relations Committee for commitment to ensuring all residents achieve the American Dream

Foundation and REBIC hosted civil-rights activist John Perkins in January for a discussion on Fair and Affordable Housing (100 attendees)





NEW BUILDING



- 7 Construction Junction e-mails to membership
- 2 in-depth "Building Update" brochures created (online and print)
- "Building Updates" webpage created on CarolinaRealtors.com with regular updates and nearly 2,500 views
- 2 "In the Know with the CEO" video segments produced and distributed
- 4 news stories by the CBJ and Charlotte Observer
- Official Groundbreaking March 21covered by local media and watched by 1,128 people online
- 319 tons of steel will be used for building/parking deck
- 58,697 total square feet
- 214 parking spaces in a dedicated deck (plus additional parking in shared deck)
- LEED-certified and new state-of-the-art features
- November 28 ribbon-cutting of Pearl Park Way







Charlotte Regional Realtor[®] Association







1201 Greenwood Cliff, Ste. 200 Charlotte, NC 28204 Main Number: 704.372.0911

Member Services and Accounting 704.940.3110 membership@carolinahome.com

> **CarolinaMLS Help Desk** 704.940.3159 support@carolinahome.com

Mingle School of Real Estate 704.372.2984 mingleschool@carolinahome.com

> **The Realtor® Store** 704.940.3126 store@carolinahome.com

Housing Opportunity Foundation 704.940.3148 crrafoundation@carolinahome.com