

# 2019 YEAR IN REVIEW

cañopy





# MEMBER SERVICES

17,878

**Canopy MLS Subscribers**

1,065

**Canopy MLS Assistants**

11,762

**Canopy Realtor® Association  
Members**

254

**Affiliate Members**

3,159

**New Canopy MLS Subscribers**

1,929

**New Canopy Realtor®  
Association Members**

36,349

**Calls to Member Services**

**\*Membership numbers as of 12/31/19**

# NEW SUBSCRIBER BENEFITS

Entered into a contract to provide REMINE PRO to all Canopy MLS subscribers starting March 2020.

Revamped online Canopy MLS orientation (353 subscribers have already completed it).

Implemented new IDX agreement process for brokers and agents with our transition to the MLS Grid web API for IDX. More than 100 vendors have signed on.

Realtor.com® PRO (replaced FIND)

6,207,261 Matrix™ Logins

13,983

**Support tickets closed**

Majority of tickets answered within two hours

29,000

**Support + compliance calls answered**

9,617

**Total SAM users**

2,031

**Active monthly SAM users**

3,174,196

**Charts viewed|shared with SAM**

6,918

**Members accessing free Inman Select subscription**

Expanded the ability to “share” listings

Added the ability to create ranking reports for subdivisions and complexes

New Picklist options: changed Gas Hot Air to Gas Hot Air/  
Furnace, Indoor Pool, Outdoor Pool, Underground Power Lines,  
Tandem Garage, g-Electric Vehicle Charging Station, Livestock  
Run In, Pocket Door(s)

Added new fields: Additional Parcels, Projected Closing Date, and  
Above Grade HLA

Renamed Exterior Construction to Exterior Coverings and  
updated the Brick options in this list

Made the CC&R field mandatory and changed the options to Yes,  
No, or Undiscovered

Expanded USDA overlay mapping

Implemented Matrix 360: includes unified listing data and  
Realist® property data

“My Listings” in “My Matrix” now includes coming soon status  
listings

My Active Listings changed to View My Listings and now includes  
Coming Soon-No Show, Active, Under Contract-Show and Under  
Contract-No Show



# MATRIX **ENHANCEMENTS**



# MLS EX PAN SION

Completed integrations for four MLS consolidations into Canopy MLS: Burke MLS, McDowell Board of Realtors® MLS, Salisbury/Rowan Association of Realtors®, and Piedmont Regional MLS.

Integration of Cleveland County Association of Realtors® MLS is in progress.

Continued relationship-building with other MLSs.

Canopy MLS currently serves 12 associations and 24 counties, but it accepts listings from anywhere within reason.

## PROFESSIONAL STANDARDS

29

**Ethics complaints reviewed**

5

**Arbitrations reviewed**

16

**Ethics hearings held**

2

**Arbitration hearings held**

5

**MLS hearings held**

15

**Requests for mediation**

1

**Ethics appeal**

3

**Commercial ethics/arbitration requests**

# THE REALTOR<sup>®</sup> STORE



73,692 Items Sold

## Top Sellers

30,481

Working With Real Estate Agents pamphlets

1,693 | 341

New | used Supra lockboxes

1,702

House-shaped yard signs

## Free Service

Notary Public onsite

268 Number of contributors

68 NC REALTORS<sup>®</sup> Legislative Day local participants

1 Call for Action (Association Health Plans)

## Local Issues

Charlotte Sign Ordinance | Charlotte Tree Ordinance | Charlotte Transit-Oriented Development Ordinance

# ADVOCACY

\$132,349.43  
Contributed to RPAC

“Despite the slower activity during the first half of 2019, it’s truly turned out to be a record-breaking year of sales. With sales in 2019 up nearly six percent over 2018, and with the phenomenal activity we saw during the month of December, it looks like the spring market has started early.”

John Kindbom  
2020 Association/  
Canopy MLS president

\$255,000  
**Median Sales  
Price (YTD)**

\$303,722  
**Average Sales  
Price (YTD)**

50,854  
**Closings (YTD)**

1.7  
**Months of Supply  
(as of Jan. 5)**

7,416  
**Inventory  
(as of Jan. 5)**

43  
**Days on Market  
(YTD)**

# MARKETSTATISTICS

## Realtor® EXPO

1,341 Attendees

125 EXPO Exhibitor Booths 14 New Exhibitor Booths

## 2 Holiday Luncheons + Annual Meetings

562 Attendees

## Oktoberfest

1,145 Attendees | 55 Oktoberfest Exhibitor Booths

## New Headquarters Open House

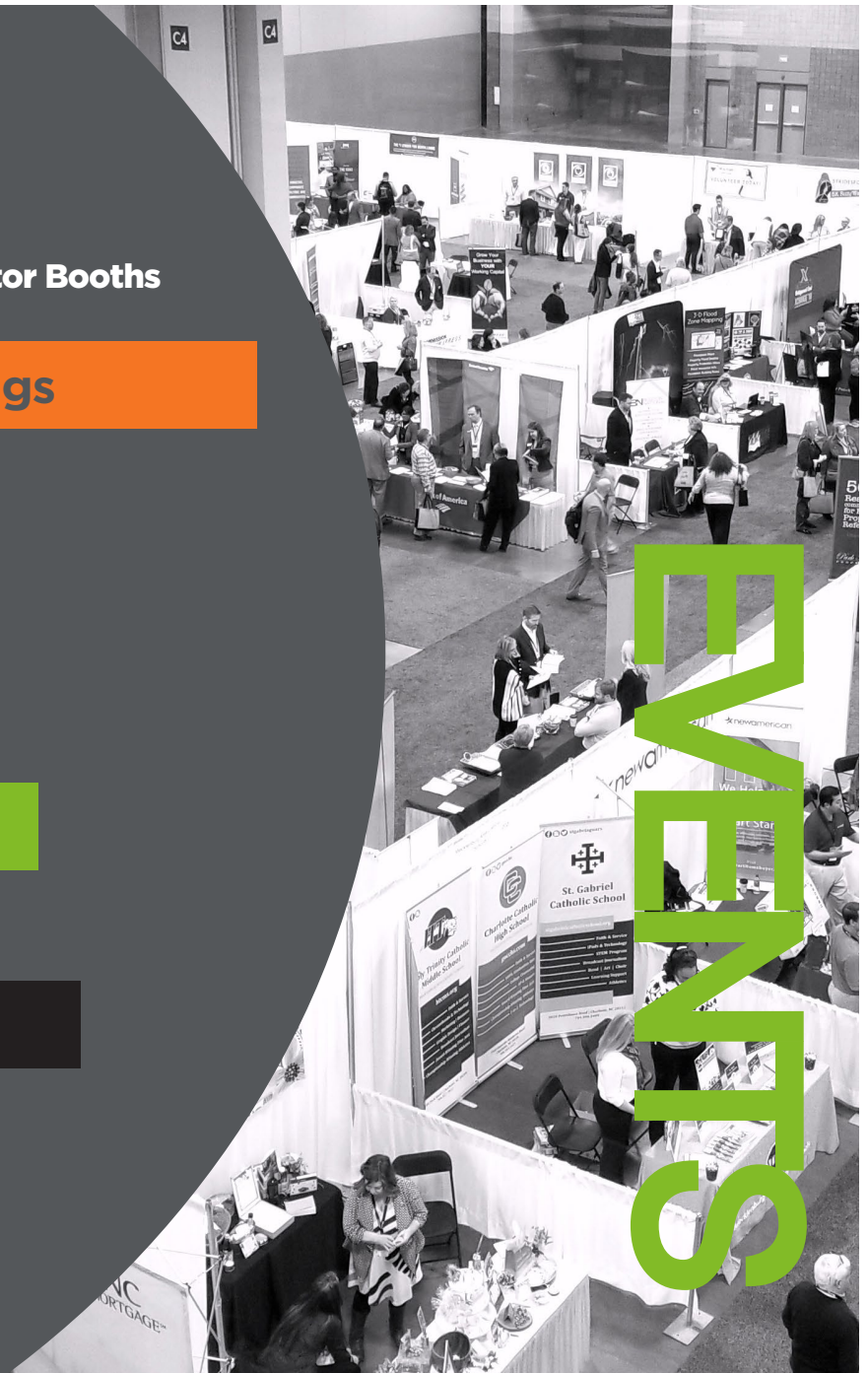
345 Attendees

## 10 YPN + Diversity Council Events

627 Attendees

## 15 Realtor® Hot Topics

1,612 Attendees







## Strides for Shelter 5k Walk | Run

527 **participants**  
 26 **sponsors**  
 \$25,222.22 **raised to fund a new van for 2019 beneficiary The Relatives**

## Realtors® Care Day

365 **volunteers**  
 16 **sites repaired**  
 271 **families and nonprofits assisted since 2009 with a collective impact of more than \$1 million**

## Workforce Housing Certificate Program

118 **enrollees**  
 211 **workshop attendees**  
 25 **new graduates**  
 127 **total qualified graduates from program**

**1,474 Realtors® contributed \$51,590 through bi-annual solicitation.**

## Project R.E.A.C.H.

\$2,500 **distributed to 5 local nonprofits**

## Awards

\$5,000 **donated to Hope of Mooresville in the name of award winners Amy and Nancy DeCaron**  
 \$500 **donated to Turning Point in the name of YES Award winners Mykia and Zarriah White**

## Grants Programs

\$497,999.70 **total distributed through both programs since inception**  
 \$42,000 **Community Grants to 16 nonprofits**  
 \$23,000 **Habitat Support Grants to 8 regional Habitats**

## Pearl Society

\$140,000 **contributed by founding members**

## On the Table CLT

75 **participants**

# CANOPY HOUSING FOUNDATION

# EDUCATION SERVICES

Matrix™-related classes conducted

477

On-site Matrix training courses

136

Off-site Matrix training courses

153

Matrix classes for  
MLS of Catawba Valley

26

Online webinars

138

Other classes (ShowingTime, Remine, etc.)

52

Microsoft Offices classes

30

# CANOPY REAL ESTATE INSTITUTE

6,836 Licensees who took CE classes

27 Prelicensing classes

45 Postlicensing classes

9 NAR Designations + Certification classes

6 S.C. Review courses

3 S.C. CE CLASSES

140,446

visitors to [CanopyREInstitute.com](http://CanopyREInstitute.com)

# MARKETING/ COMMUNICATIONS

13,500,000

television ad impressions on WBTV + WSOC

390,489

Spanish ads viewed by consumers

16,040

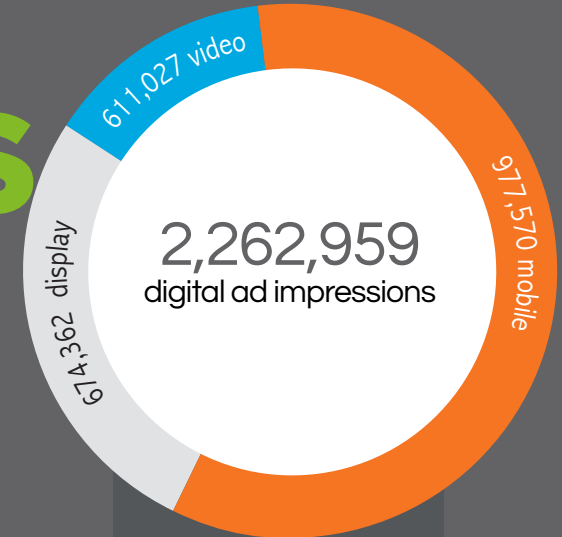
Visitors to whatrole.com

35

Press releases

36

Interviews/features



Social Media  
Followers

7,668 Association

Facebook

991 Foundation

Facebook

3,053 Twitter

1,601 Instagram

## Rebranding

**Launched Canopy MLS, Canopy Real Estate Institute and Canopy Housing Foundation.**

**Created a brand story video**

**Launched Canopy Realtor® Association**

NAR approved our DBA request to do business as Canopy Realtor® Association.

Sent press release, placed two full-page ads in the Charlotte Business Journal and posted on social media.

**Digital Board**

Activation of main digital display in headquarters lobby and digital signage on each floor with key messages to members.

canopy  
REALTOR® ASSOCIATION

canopy  
MLS

canopy  
REAL ESTATE INSTITUTE

canopy  
HOUSING FOUNDATION

# NEW HEAD QUARTERS

**2,127** square feet of retail space

**58,697** square feet on four floors

**210** parking spaces in the connecting deck

**11** green parking spaces and **6** electric charging stations

**3** classrooms for Canopy Real Estate Institute

**5.2 ACRES** sold by the Association to Pappas Properties

**\$20.1 MILLION** sale price of Association property

**\$28 MILLION** project/deal value of new building and deck

**1.1 ACRES** occupied by the new headquarters and deck

**85** percent Association equity on new building and deck

**6 X 27** size in feet of digital message board

**25** work stations

**26** office stations

## LEED Silver Certified

Green vehicle parking spaces and electric charging stations

Energy-efficient mechanical and lighting systems

Low-emitting materials

Outdoor/indoor water use reductions

Heat island reductions (cool roof)

Advanced energy metering

Bicycle facilities