

Second-Quarter 2012 Review

July 19, 2012

Charlotte Regional Realtor® Association
Carolina Multiple Listing Services, Inc.
Mingle School of Real Estate
Housing Opportunity Foundation

VISION

- CHARLOTTE REGIONAL REALTOR® ASSOCIATION
BOARD OF DIRECTORS **LEADERSHIP VALUES**
 - Be inclusive, visionary, accountable, prepared, engaged and present, respectful and united.
 - CAROLINA MULTIPLE LISTING SERVICES, INC. (CMLS)
BOARD OF DIRECTORS **LEADERSHIP VALUES**
 - Be accountable, responsible, prepared, inquisitive and engaged.
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MEMBER SERVICES & ACCOUNTING

- The Harding and 1229 Greenwood Cliff property loans were combined and refinanced at a lower interest rate. This produced a lower monthly payment and loan proceeds, which are to be used to clean up the 1229 Greenwood Cliff property.
- The association, CMLS and foundation received unqualified (or “clean”) opinions on their consolidated and individual financial statements for the year ended Dec. 31, 2011 from Cherry Bekaert & Holland, LLP.

ASSOCIATION MEMBERSHIP QUARTERLY REPORT

Note: Each column is read from the previous column.

	06/30/2012 End 2 Q	03/31/2012 End 1Q	12/31/2011 End 4Q	09/30/2011 End 3 Q	06/30/2011 End 2 Q
Designated Realtors®	1,648 + 39 + 2.42%	1,609 -121 -6.99%	1,730 -2 -0.12%	1,732 + 4 + 0.23%	1,728 + 28 + 1.65%
Realtors®	4,394 + 84 + 1.95%	4,310 -158 -3.54%	4,468 -94 -2.06%	4,562 -19 -0.41%	4,581 + 50 + 1.10%
Affiliates	74 + 2 + 2.78%	72 -22 -23.40%	94 + 1 + 1.08%	93 + 3 + 3.33%	90 -8 -8.16%
Non-Member Licensees	328 + 16 + 5.13%	312 + 2 + 0.65%	310 -70 -18.42%	380 + 104 + 37.68%	276 -16 -5.48%
Association Members Total	6,444 + 141 + 2.24%	6,303 -299 -4.53%	6,602 -165 -2.44%	6,767 + 92 + 1.38%	6,675 + 54 + 0.82%

- 192 members attended New-Member Orientation in 2Q 2012 (YTD: 316 new members).
- Three mediations were conducted; two were successful (same YTD).
- One ethics hearing was conducted (YTD: Four).
- Five ethics complaints and two arbitration requests were considered by the Grievance Committee (YTD: 13 ethics complaints, one arbitration request).
- Convened the Internal Structural Review Task Force of committee chairs to assess structure of committees.

CMLS MEMBERSHIP QUARTERLY REPORT

Note: Each column is read from the previous column.

	06/30/2012 End 2 Q	03/31/2012 End 1 Q	12/31/2011 End 4 Q	09/30/2011 End 3 Q	06/30/2011 End 2 Q
Member Participants	2,052 + 29 + 1.43%	2,023 -32 -1.56%	2,055 -41 -1.96%	2,096 -23 -1.09%	2,119 + 5 + 0.24%
Subscribers	5,265 + 218 + 4.32%	5,047 -114 -2.21%	5,161 -151 -2.84%	5,312 -57 -1.06%	5,369 + 5 + 0.09%
CMLS Members Total	7,317 + 247 + 3.49%	7,070 -146 -2.02%	7,216 -192 -2.59%	7,408 -80 -1.07%	7,488 + 10 + 0.13%
CMLS Assistants	456 -148 -24.50%	604 + 5 + 0.83%	599 + 117 + 24.27%	482 -22 -4.37%	504 + 3 + 0.60%
Supra Keyholders	6,320 +77 + 1.23%	6,243 -50 -0.79%	6,293 -178 -2.75%	6,471 0 0.00%	0 0 0.00%

- Billed 7,760 CMLS Subscribers for 3Q 2012: 460 Assistants, 5,264 Subscribers and 2,036 Member Participants. This compares to a total of 7,621 for 2Q 2012: 588 Assistants, 5,027 Subscribers and 2,006 Member Participants. This is an increase of 1.82% from 2Q 2012 to 3Q 2012.
- Billed 6,336 Supra keyholders for 3Q 2012 compared to 6,209 for 2Q 2012. This is an increase of 2.05% from 2Q 2012 to 3Q 2012.



- Web sales: 38
- Used key boxes: 336
- Pre-licensing textbook: 66
- Post-licensing textbook: 34
- iPhone adapter (device used to have Supra key on iPhone): 75
- Fob (device used to have Supra key on all other mobile phones): 9

Biggest Selling Item

Working With Real
Estate Agent
pamphlets

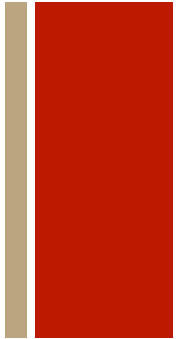


4,695

Total items sold: **15,472**

(9,772 in 1Q 2012)

+ HOUSING OPPORTUNITY FOUNDATION



REALTORS® CARE DAY

- 23 home sites completed for the fourth RCD project on April 20, 2012.
- More than 500 Realtor® volunteers gave their time.
- Historically have assisted 110 families in four years with total financial impact of more than \$500,000 in Mecklenburg and Iredell counties.

WEEK OF AWARENESS:

“Realtors® at the Heart of the Community”

- June 18-22.
- Decorated and stuffed 1,103 snack bags for homeless children at A Child’s Place summer camps.
- Souls of Our Neighbors discussion on affordable housing, 48 attendees.
- Sweets & Tweets event at CRAVE Dessert Bar
 - Nearly 100 people attended
 - Raised \$2,508 for the foundation
 - Raised awareness through tweeted messages
- Spoke at Charlotte City Council to share Realtor® impact.

WORKFORCE HOUSING CERTIFICATE PROGRAM (WHCP)

- Creative Lending, Statesville, 14 attendees.

2012 Community Grants

Received 14 nonprofit applications.

- Requests total \$35,000; budgeted \$15,000 to distribute.
- Twelve from Mecklenburg County and two from Iredell County.
- Grants panel to determine funding recommendations in July.

MINGLE SCHOOL of REAL ESTATE

Through June, Mingle had a **29 percent increase in pre-licensing class enrollment** compared to 2011 enrollment.

- Hosted three Career Nights (April, May and June; 22 total attendees).

January-June 2012 continuing-education enrollment **increased by 22 percent** over January-June 2011; Average class size **increased by 24 percent**.

- Host location/room rentals for two North Carolina Association of Realtors® (NCAR) Graduate of Realtor® Institute (GRI) courses (May) and the Accredited Staging Professional course (June).

REALTOR® HOT TOPICS:

- Green Real Estate Fundamentals: What you need to know to sell green homes (April, 20 attendees).
- Northern Region Superintendents' Presentation: Mooresville Graded School District and Iredell-Statesville Schools (May, 20 attendees).
- The Democratic National Convention: What You Want and Need to Know (June, 50 attendees).

EDUCATION SERVICES

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DIVERSITY

- Hosted the second Corridor Conversation: Eastland Mall/Independence Corridor at The Park Expo and Conference Center (May, 53 attendees).
- Awarded a \$4,500 Diversity Initiative Grant from the National Association of Realtors® (NAR) Equal Opportunity Cultural Diversity Committee to host Bridges Out of Poverty, a national training curriculum.

YOUNG PROFESSIONALS NETWORK

- Hosted the first-ever Realtors® Care Day (RCD) Thank-You Party at Upstream Restaurant April 11. More than 130 attendees.
- YPN team for a RCD house April 20.
- First-ever YPN client-appreciation mixer at 10 Park Lanes May 22. Nearly 40 attendees.
- YPN committee members stuffed and decorated more than 350 bags for the foundation's Week of Awareness.
- Partnered with RPAC to hold the first-ever YPN/RPAC Elected Officials Meet and Greet June 12 at 5Church Restaurant. More than 30 Realtors®, elected officials and candidates attended.



+ GOVERNMENT AFFAIRS

■ LOCAL

- Seven association representatives spoke at Charlotte City Council against proposed rental-registration ordinance amendments requiring full registration of Charlotte rental properties and “conspicuous” posting of registrations in units.

■ STATE

- More than 20 association members rode the bus to Raleigh to meet with local legislators at NCAR Legislative Day.
- Legislation successfully passed in N.C. Legislative short session:
 - Copper theft bill is law — Requires metals recyclers to be permitted; adds a penalty for purchasing metals without a permit to go after rogue buyers; requires only check payments for copper so there is no “fast money”; requires the metals recycler to take a photo of the seller and the metals being sold; protects the innocent property owners by releasing the owner from any reasonable civil liability; requires restitution to property owners for the damage done by the thief.
 - Broker Price Opinions (BPOs) legislation passes — Allows brokers to provide BPOs for a fee under limited circumstances.

+ GOVERNMENT AFFAIRS

■ NATIONAL

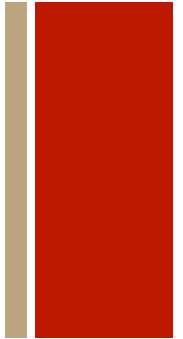
- Charlotte Realtors® met with N.C. Sens. Richard Burr (R) and Kay Hagan (D), as well as Members of Congress Larry Kissell (D-8), Sue Myrick (R-9), and Mel Watt (D-12) in Washington, D.C., at NAR midyear meetings.
- Congress extended flood insurance plan for five years, which provides stability for areas that require flood insurance to obtain mortgages.



- Hosted Charlotte City Councilman Patrick Cannon to address baseball park funding and rental-registration ordinance revisions.
- Coordinated with Dave Berryhill of Berryhill Realty to submit editorial to the Charlotte Business Journal regarding rental-registration ordinance.
- Hosted a N.C. Legislative Preview Forum with N.C. Sen. Dan Clodfelter (D), and N.C. Reps. Kelly Alexander (D), Bill Brawley(R) and Ric Killian (R).

+ **MARKETING & COMMUNICATIONS**

- May/June Realtor® Reflections magazine cover story on positive first-quarter 2012 statistics.
- First-quarter 2012 Charlotte Business Journal Residential insert published April 27. Articles on shadow inventory, first-quarter statistics, Green Week, Realtors® Care Day and president's message.
- Seven press releases, nine media interviews.
- Facilitated three Leadership Development Program sessions:
 - April – Government 101
 - May – Leadership Enhancement
 - June – Leadership in Action (NCAR Legislative Day)
- Three brand-new sponsors: Merrill Lynch Wealth Management, Appalachian Title and Escrow, and Charlotte Residential Services, Inc.
- Raised \$20,750 for Realtors® Care Day from 25 companies.
- Began the promotion of Realtor® Reflections online advertising. Signed the first contract for \$3,360.



+ HUMAN RESOURCES

- Mike Caesar promoted to deputy administrator, education services.
- Tara Howie promoted to creative services specialist.
- Maggie Webb left the association after the birth of her second child.
- Courtney McLaughlin returned part-time (previously worked for the association 2001-2006).
- Bryan Perkins left the association after 11 years for a training job much closer to his home in Indian Trail.
- Caroline Grubb expanded her independent contracting role by taking on MLS system training.
- The Member Services and Accounting departments officially merged.
- Julie Jones moved into Member Services.

BUILDING ADMINISTRATION

- All restrooms were professionally scoured.
- All restroom exhaust fans were overhauled or replaced.
- Extensive plumbing repairs and valve replacements occurred to bring building's plumbing system up to code.
- Various HVAC repairs and thermostat calibrations were made to handle summer heat.
- Updated software on all black/white copiers to increase print quality (free of charge).

+ CMLS

- Continued to work with MarketLinx to improve Fusion for members. Fusion has a 40 percent usage rate.
- Continued to tweak Fusion Mobile.
- MLS DataChecker warnings QTD: 666 (QTD 2011 was 3,004). YTD: 2,268 (2011 was 4,028).
- MLS DataChecker fines: QTD: 67 (QTD 2011 was 167). YTD: 230 (2011 was 253).
- MLS violation cases processed manually: 11 (QTD 2011 was 26). YTD: 33 (2011 was 33).
- 98 IDX-related violations assessed.
- 129 IDX contracts approved.
- Four new IDX vendors signed up, paid the \$500 set-up fee and are paying quarterly vendor fees.
- Added “Cumulative Days on Market” and “List to Close” fields.
- Negotiated and signed RPR agreement
- Negotiated and signed RETS agreement for NAR research.
- Signed amendment to Realist agreement to add six new S.C. counties.

GRANTS AWARDED

The association has been awarded a total of **\$51,000 in grants** from NCAR and NAR for various programs in 2012.

FROM NAR

- \$5,000 Housing Opportunity Program grant to support “Week of Awareness” in June.
- \$25,000 Game Changer grant for digital billboard campaign during the Democratic National Convention.
- \$4,500 Diversity Initiative grant to host Bridges Out of Poverty, a national training curriculum.
- \$5,000 Diversity Initiative grant to host four Corridor Conversations.
- \$5,000 NAR Housing Opportunity Program grant to create the Housing Opportunity Foundation Advisory Council.
- \$4,000 NAR Smart Growth grant for Green Week in April.

FROM NCAR

- \$2,500 Issues Mobilization Grant to sponsor Charlotte Chamber Transportation Summit.