

Third-Quarter 2012 Review

Oct. 18, 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. (CarolinaMLS) BOARD OF DIRECTORS **LEADERSHIP VALUES**

- Be accountable, responsible, prepared, inquisitive and engaged.

- Member Services and Accounting received an average of 1,758 queue phone calls per month for 3Q: 2,027 for July; 1,774 for August; and 1,474 for September.
- Two ethics hearing were conducted (YTD: Six).
- Two ethics complaints and one arbitration request were considered by the Grievance Committee (YTD: 16 ethics complaints, two arbitration requests).
- Association members attended the inaugural North Carolina Association of Realtors® (NCAR) Real Estate Summit in Greensboro, N.C.
- Ginger Dowdle was announced as one of the 10 finalists of the National Association of Realtors® (NAR) Good Neighbor award.

MEMBER SERVICES & ACCOUNTING

ASSOCIATION MEMBERSHIP QUARTERLY REPORT

Note: Each column is read from the previous column.

	09/30/2012 End Q3	06/30/2012 End Q2	03/31/2012 End Q1	12/31/2011 End Q4	09/30/2011 End Q3
Designated Realtors®	1,667 + 19 + 1.15%	1,648 + 39 + 2.42%	1,609 -121 -6.99%	1,730 -2 -0.12%	1,732 + 4 + 0.23%
Realtors®	4,434 + 40 + 0.91%	4,394 + 84 + 1.95%	4,310 -158 -3.54%	4,468 -94 -2.06%	4,562 -19 -0.41%
Affiliates	84 + 10 + 13.51%	74 + 2 + 2.78%	72 -22 -23.40%	94 + 1 + 1.08%	93 + 3 + 3.33%
Non-Member Licensees	358 + 30 + 9.15%	328 + 16 + 5.13%	312 + 2 + 0.65%	310 -70 -18.42%	380 + 104 + 37.68%
Association Members Total	6,543 + 99 + 1.54%	6,444 + 141 + 2.24%	6,303 -299 -4.53%	6,602 -165 -2.44%	6,767 + 92 + 1.38%

- 181 members attended New-Member Orientation in 3Q 2012.

CarolinaMLS MEMBERSHIP QUARTERLY REPORT

Note: Each column is read from the previous column.

	09/30/2012 End Q3	06/30/2012 End Q2	03/31/2012 End Q1	12/31/2011 End Q4	09/30/2011 End Q3
Member Participants	2,059 + 7 + 0.34%	2,052 + 29 + 1.43%	2,023 -32 -1.56%	2,055 -41 -1.96%	2,096 -23 -1.09%
Subscribers	5,259 -6 -0.11%	5,265 + 218 + 4.32%	5,047 -114 -2.21%	5,161 -151 -2.84%	5,312 -57 -1.06%
CarolinaMLS Members Total	7,318 + 1 + 0.01%	7,317 + 247 + 3.49%	7,070 -146 -2.02%	7,216 -192 -2.59%	7,408 -80 -1.07%
CarolinaMLS Assistants	477 + 21 + 4.61%	456 -148 -24.50%	604 + 5 + 0.83%	599 + 117 + 24.27%	482 -22 -4.37%
Supra Keyholders	6,327 + 7 + 0.11%	6,320 + 77 + 1.23%	6,243 -50 -0.79%	6,293 -178 -2.75%	6,471 0 0.00%

- Billed 7,782 CarolinaMLS Subscribers for 4Q 2012: 460 Assistants, 5,271 Subscribers and 2,051 Member Participants. This compares to a total of 7,760 for 3Q 2012: 460 Assistants, 5,264 Subscribers and 2,036 Member Participants. This is an increase of 0.28% from 3Q 2012 to 4Q 2012.
- Billed 6,312 Supra keyholders for 4Q 2012 compared to 6,336 for 3Q 2012. This is a decrease of 0.38% from 3Q 2012 to 4Q 2012.



THE REALTOR® STORE



- Web sales: 173 YTD
- Used key boxes: 767 YTD
- Pre-licensing textbook: 339 YTD
- Post-licensing textbook: 135 YTD
- iPhone adapter (device used to have Supra key on iPhone): 231 YTD
- Fob (device used to have Supra key on all other mobile phones): 55 YTD

Biggest Selling Item

Working With Real
Estate Agent
pamphlets

10,427 YTD



Total items sold: **36,472** YTD

+ HOUSING OPPORTUNITY FOUNDATION

2012 COMMUNITY GRANTS PROGRAM

- Awarded seven grants to area nonprofits to address unmet housing needs in Mecklenburg and Iredell counties.
- Applicants must have a Realtor® letter of recommendation.
- Awarded \$15,000 to the following organizations:
 - **Changed Choices** (\$2,500) to support clients in transition from prison to a supervised home.
 - **Diakonos - Fifth Street Ministries** (\$2,500) to provide mattress covers for 154 beds in the shelter to combat the negative health effects of transient living.
 - **Love, INC** (\$2,500) to purchase materials to build handicap ramps for people who are poor, elderly or who have disabilities.
 - **Salvation Army Boys & Girls Clubs of Charlotte** (\$1,500) to purchase a one-year license for the Kid's College Math & Literacy Learning System program for homeless children.
 - **Samaritan House, Inc.** (\$2,500) to provide short-term recuperative care for homeless men and women following a hospital stay.
 - **United Family Services** (\$1,000) for bus passes to assist clients in obtaining employment and to start them on the path to a more secure future.
 - **Urban Ministry Center** (\$2,500) to provide six months of utility costs for three chronically homeless people who currently have no disability income or housing vouchers.

WORKFORCE HOUSING CERTIFICATE PROGRAM (WHCP)

- **NAR'S Employer-Assisted Housing class**, Charlotte, 22 attendees
- **Foreclosure Prevention**, Mooresville, 14 attendees

MINGLE SCHOOL of REAL ESTATE

- Hosted two Career Nights (August and September; 12 total attendees).
- Partnered with the North Carolina Chapter of Certified Residential Specialists (CRS) to host CRS 210 course (September, 13 attendees)
- Partnered with Piedmont Natural Gas and the Home Builders Association of Charlotte (HBAC) to present Back in Black (September, 25 attendees)

EDUCATION SERVICES

REALTOR® HOT TOPICS:

- Protecting Your Clients with Surveys and Title Insurance (Aug. 9 at the association, 35 attendees; Aug. 15 in Mooresville, 25 attendees).

DIVERSITY

- Conducted community outreach at the Pride Sunset Jazz Festival (September).

YOUNG PROFESSIONALS NETWORK (YPN)


- Hosted a Plaza-Midwood information session on the rooftop patio of Whiskey Warehouse (September, more than 40 attendees).

+ GOVERNMENT AFFAIRS

- Billboards were posted throughout the region welcoming Democratic National Convention (DNC) visitors to Charlotte.
- Hosted breakfast during the DNC for Realtor® delegates, and representatives from NAR, NCAR and the association.
- Instrumental in supporting accessory dwelling unit ordinance changes to allow for garage apartments as rentals on single-family lots.



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- Participated in launch of CONNECT Consortium Housing Work Group to begin creating a regional blueprint for housing and land use.
 - Participated in Mayor Foxx's workshop on regional government during the DNC.
 - Continued to represent our industry in Charlotte's Voluntary Inclusionary Housing Initiative by negotiating language on duplex construction and a density bonus program.

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- July/August Realtor® Reflections magazine cover story on what the DNC means for the region.
 - September/October Realtor® Reflections magazine cover story on committee sign-ups.
 - Second-quarter 2012 Charlotte Business Journal Residential insert published July 20. Articles on inclusionary housing, second-quarter statistics, foundation's Week of Awareness and president's message.
 - Six press releases, one news advisory, eight interviews.
 - Facilitated three Leadership Academy (LA) sessions:
 - July – Leadership in Action
 - August – Piecing it All together
 - September – Charlotte's Past, Present & Future
 - 18 brand-new sponsors.
 - Held Candidate Fish Fry with approximately 269 members, 33 guests and 202 vendors. Total revenue was \$33,020 and total expenses were \$33,816.34. This year's expense budget for the event was \$40,050.

MARKETING & COMMUNICATIONS

+ HUMAN RESOURCES

- Natalia Russo was promoted to vice president, marketing and communications.
- Colleen Pierce at the front desk was officially hired as a staff member for Member Services and Accounting.
- Medical benefits were renewed with minimal cost increase.
- New supplemental benefits are now being offered but are totally non-company funded.

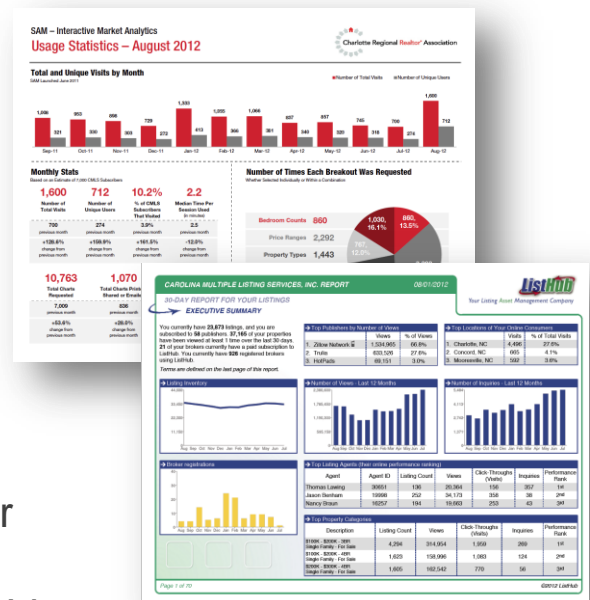


BUILDING ADMINISTRATION

- 1229 Greenwood Cliff parking lot was paved and striped to make it leasable and a source of non-dues revenue.
- 1201 building was utilized by the Charlotte-Mecklenburg police during the DNC. Each day, more than 1,000 officers ate and rested on the first floor.
- Complete energy-efficient lighting retro-fit occurred due to unavailability of current non-energy-efficient bulbs. The Duke Energy rebate was utilized to offset costs.
- Extensive “Private Property, No Trespassing” signs were installed throughout the campus parking lots.

+ CMLS

- 156 new IDX contracts approved; 396 YTD.
- 117 IDX-related violations assessed; 327 YTD.
- 5 new IDX vendors have signed up, paid the \$500 setup fee and are paying quarterly vendor fees; 9 YTD.
- MLS DataChecker warnings QTD: 1,241 (2011 was 2,497). YTD: 3,531 (2011 was 6,579).
- MLS DataChecker fines: QTD: 151 (2011 was 121). YTD: 382 (2011 was 377).
- MLS violation cases processed manually: 17 (2011 was 40). YTD: 50 (2011 was 88).
- Issued two password violations and fines.
- 54 on-site Fusion and Microsoft classes offered; 25 off-site Fusion classes conducted.
- Scheduled off-site Fusion classes in Cabarrus and York counties for September.
- Continued to work with MarketLinx to improve Fusion for members. Fusion has a 45 percent usage rate.
- Gave presentations regarding UCS, UCNS, CDOM and List to Close fields for Allen Tate Matthews and Union County offices, Allen Tate Lake Norman and RE/MAX Executive Realty.
- A collection of usage and status reports from our third-party partners was added to the “Measurables” section of the Leadership Library.



GRANTS AWARDED

The association has been awarded a total of **\$61,000 in grants** from NCAR and NAR for various programs in 2012.

FROM NAR

- \$5,000 for an association/REBIC Smart Growth Forum.
- \$5,000 Housing Opportunity Foundation grant for the Workforce Housing Fair.
- \$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.