

# Fourth-Quarter 2012 Review

Jan. 31, 2013

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 Ginger Dowdle was announced as one of the five winners of the NAR Good Neighbor Award.
- Member Lionel Cornelius won the NAR Realtors® Got Talent competition at the annual convention.
- Participated in the Value Proposition Workshop for CarolinaHome.com conducted by Melynn Sight.



# ASSOCIATION MEMBERSHIP QUARTERLY REPORT

Note: Each column is read from the previous column.

	12/31/12 End Q4	09/30/2012 End Q3	06/30/2012 End Q2	03/31/2012 End Q1	12/31/2011 End Q4
Designated Realtors®	1,681 + 14 + 0.84%	1,667 + 19 + 1.15%	1,648 + 39 + 2.42%	1,609 -121 -6.99%	1,730 -2 -0.12%
Realtors®	4,470 + 36 + 0.81%	4,434 + 40 + 0.91%	4,394 + 84 + 1.95%	4,310 -158 -3.54%	4,468 -94 -2.06%
Affiliates	85 + 1 + 1.19%	84 + 10 + 13.51%	74 + 2 + 2.78%	72 -22 -23.40%	94 + 1 + 1.08%
Non-Member Licensees	342 -16 -4.47%	358 + 30 + 9.15%	328 + 16 + 5.13%	312 + 2 + 0.65%	310 -70 -18.42%
Association Members Total	6,578 + 35 + 0.53%	6,543 + 99 + 1.54%	6,444 + 141 + 2.24%	6,303 -299 -4.53%	6,602 -165 -2.44%

- 145 members attended New-Member Orientation in 4Q 2012.
- Billed 6,115 members for 2013 dues: 1,660 Designated Realtors®, 4,365 Realtors®, and 90 Affiliates. This compares to a total of 6,395 for 2012 dues: 1,730 Designated Realtors®, 4,566 Realtors®, and 99 Affiliates. This is a decrease of 4.38% from 2012 to 2013 for member dues billed.

# CarolinaMLS MEMBERSHIP QUARTERLY REPORT

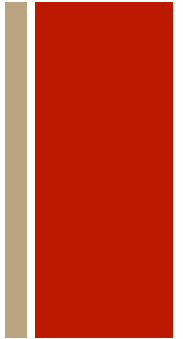
Note: Each column is read from the previous column.

	12/31/12 End Q4	09/30/2012 End Q3	06/30/2012 End Q2	03/31/2012 End Q1	12/31/2011 End Q4
CarolinaMLS Member Participants	2,069 + 10 + 0.49%	2,059 + 7 + 0.34%	2,052 + 29 + 1.43%	2,023 -32 -1.56%	2,055 -41 -1.96%
CarolinaMLS Subscribers	5,262 + 3 + 0.06%	5,259 -6 -0.11%	5,265 + 218 + 4.32%	5,047 -114 -2.21%	5,161 -151 -2.84%
CarolinaMLS Members Total	7,331 + 13 + 0.18%	7,318 + 1 + 0.01%	7,317 + 247 + 3.49%	7,070 -146 -2.02%	7,216 -192 -2.59%
CarolinaMLS Assistants	503 + 26 + 5.45%	477 + 21 + 4.61%	456 -148 -24.50%	604 + 5 + 0.83%	599 + 117 + 24.27%
Supra Keyholders	6,318 -9 -0.14%	6,327 + 7 + 0.11%	6,320 + 77 + 1.23%	6,243 -50 -0.79%	6,293 -178 -2.75%

- Billed 7,797 CarolinaMLS Subscribers for 1Q 2013: 495 Assistants, 5,246 Subscribers and 2,056 Member Participants. This compares to a total of 7,782 for 4Q 2012: 460 Assistants, 5,271 Subscribers and 2,051 Member Participants. This is an increase of 0.19% from 4Q 2012 to 1Q 2013.
- Billed 6,318 Supra keyholders for 1Q 2013 compared to 6,312 for 4Q 2012. This is a decrease of 0.095% from 4Q 2012 to 1Q 2013.
- Member Services and Accounting received an average of 1,735 queue phone calls per month for 4Q: 1,474 for October; 1,571 for November; and 2,160 for December.



# ETHICS



- One ethics complaint, one arbitration request filed (2012 total: 17 ethics complaints filed, three arbitration requests).
- 15 complaint packets were sent out (2012 total: 88).
- One ethics hearing was held (2012 total: 6).





# THE REALTOR® STORE



- Used key box sales: 1,017 (2012 total)
- Pre-licensing textbook sales: 444 (2012 total)
- Post-licensing textbook sales: 160 (2012 total)
- iPhone adapter (device used to have Supra key on iPhone) sales: 310 (2012 total)
- Fob (device used to have Supra key on all other mobile phones) sales: 68 (2012 total)
- Web sales: 268 orders totaling \$20,909 (2012 total)

## Biggest Selling Item

Working With Real Estate Agent pamphlets

**12,295** YTD



Total items sold in 2012: **47,535**

# + HOUSING OPPORTUNITY FOUNDATION

## 2012 HABITAT SUPPORT GRANT PROGRAM

Awarded a total of \$13,500 in grants to nine area Habitat for Humanity organizations to continue their operations, programs and services.

- **Habitat for Humanity of Cabarrus County:** \$1,000 for the Youth United/ Collegiate Challenge Build.
- **Habitat for Humanity of Charlotte:** \$2,500 to offset costs associated with one vacant, foreclosed home.
- **Habitat for Humanity of Gaston County:** \$1,000 to assist in the costs of a HVAC unit on a targeted project.
- **Habitat for Humanity of Matthews:** \$1,000 to assist in homebuyer-education courses for potential homeowners.
- **Habitat for Humanity of Iredell County:** \$2,500 to support the HAND Up housing rehabilitation program.
- **Habitat for Humanity of Union County:** \$1,000 for new windows for a Habitat house in Monroe.
- **Lincoln County Habitat for Humanity:** \$1,000 to assist with the home build of two houses.
- **Our Towns Habitat:** \$2,500 to assist with houses in the Neighborhood Revitalization Program.
- **Stanly County Habitat for Humanity:** \$1,000 to assist in the building costs of one house build targeted for 2013.

# + HOUSING OPPORTUNITY FOUNDATION

## WORKFORCE HOUSING CERTIFICATE PROGRAM (WHCP)

- NAR'S Employer-Assisted Housing class, Charlotte, 22 attendees
- Foreclosure Prevention, Mooresville, 14 attendees
- Hosted The Neighborhood Experience at Brightwalk in cooperation with Diversity Council and Government Affairs on Oct. 25.
  - More than 150 attendees and 24 vendors
  - 5 major sponsors (including \$5,000 NAR grant)
  - Media coverage: Two TV stations and three print media
  - Special opening remarks by Councilman James Mitchell
  - Presented event details and highlights at NAR Convention in November.
- Creative Lending workshop on Nov. 16 (19 attendees).



## OTHER HIGHLIGHTS

- 2012 Humanitarian Award presented to Bob Bishop, community advocate and volunteer for the homeless community. \$2,000 given in his honor to McCreesh Place.
- Northern Region and Charlotte holiday luncheons raised more than \$10,000 for the foundation's programs and services.



# MINGLE SCHOOL of REAL ESTATE

- Hosted three Career Nights (October, November and December; 21 attendees).
- Sponsored NAR designation/certification courses
  - At Home with Diversity (October, 7 attendees)
  - Short Sale and Foreclosure Resource Certification (October, 12 attendees)
  - Seniors Real Estate Specialist (November, 7 attendees)
- Host location for designation/certification courses
  - NCAR's GRI 104: Tax Planning (October)
  - NCAR's GRI 302: Real Estate as an Investment (October)
  - Accredited Staging Professional (ASP) designation course (October)
- Sponsored eight continuing-education (CE)/Code of Ethics electives at Mingle and off-site locations (more than 400 attendees).

# EDUCATION SERVICES

## REALTOR® HOT TOPICS

- The future of Charlotte-Mecklenburg Schools with Superintendent Dr. Morrison, (November, 50 attendees).
- Technology Open House (November, 115 attendees).
  - Do More with ListHub, Steve Anapol
  - FIND, Roger Stewart
  - Flood? Where? We Can Help, Lak Krishnan
  - Get a Virtual Life, Social Media in 2013, Steve Schwartz
  - Get Going Mobile Apps, Caroline Grubb
  - Just the Stats Ma'am (Statistical Analysis Module), Bryan Perkins
  - Realtors® Property Resource (RPR), Kristen Carr
  - Say What? Blogging for Realtors®, Scott Pridemore
  - Slick & Quick! Polaris 3G, Lak Krishnan
  - Stay Out of RE Jail: Rules & Regs, Debbie Wey
  - Tech Tools for the Techie & Not So Techie, Larry Karp
  - Top 10 Coolest Fusion Features, Bryan Perkins, Caroline Grubb



# EDUCATION SERVICES

## DIVERSITY

- Conducted community outreach at the Latin American Festival (October).
- Partnered with the Housing Opportunity Foundation and Government Affairs to host the Neighborhood Showcase/ Corridor Conversation at Brightwalk (October, 150 attended).
- Hosted Bridges Out of Poverty, a national training curriculum with a Diversity Initiative Grant from NAR (November, 30 attendees).



## YOUNG PROFESSIONALS NETWORK (YPN)


- More than 30 Realtors® attended the Nov. 13 event at Wine and Design and painted a Charlotte skyline canvas.

# + GOVERNMENT AFFAIRS

- Spoke at Charlotte City Council meeting to highlight the association and Housing Opportunity Foundation's partnership with the City of Charlotte and area nonprofits for the Neighborhood Experience at Brightwalk (December).
- Worked with Charlotte-Mecklenburg Police Department to publicize revised rental-registration ordinance with free, mandatory registration for all rental properties in the City of Charlotte.



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- Participated in public hearing to support the Incentive-Based Voluntary Inclusionary Housing proposal.
  - Hosted annual Developer Forum with Mecklenburg County Land Use and Environmental Services Agency and representatives from each of the towns.
  - Invited Sen. Bob Rucho to speak to REBIC Board of Governors members to preview upcoming tax modernization in the N.C. Legislature.

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- November/December Realtor® Reflections magazine cover story on Good Neighbor Award winner Ginger Dowdle.
  - Fourth-quarter 2012 Charlotte Business Journal Residential insert published Nov. 9. Articles on why to avoid DIY in home sale or search, third-quarter statistics, Community Grants Program and president's message.
  - Nine press releases, eight news interviews.
  - Three Leadership Academy sessions
    - Charlotte's Past Present & Future (September)
    - Leadership in Action (presidential challenges) (October)
    - Graduation (November)
  - Holiday Awards Luncheon & Annual Meeting in Charlotte Dec. 7. Approximately 408 members, staff and vendors attended. Revenue was \$11,500 and expenses were \$16,126. 2012's budget for the event was \$20,000.
  - Northern Region Holiday Luncheon Dec. 5. Approximately 91 members, staff and vendors attended. Revenue was \$850 and expenses were \$3,485. 2012's budget for the event was \$5,000.
  - New sponsors: BB&T, Paisley Blaise Design, Saussy Burbank, Sonesta Hotels

# MARKETING & COMMUNICATIONS

# + HUMAN RESOURCES

- Gary Frank left the CarolinaMLS IDX compliance position after eight years.
- Stephanie Gresham was promoted to the IDX compliance position from the CarolinaMLS Help Desk position she held for six years.
- Courtney McLaughlin transitioned from part-time to full-time in Education Services.
- Association staff received annual performance evaluations.

## BUILDING ADMINISTRATION

- Non-dues revenue resulted from leasing the recently upgraded 1229 Greenwood Cliff parking lot to Carolinas Healthcare Systems.
- Copier leases were renegotiated and upgraded.

# + CarolinaMLS

## ■ COMPLIANCE

	2012 QTD	2011 QTD	2012 Year Total	2011 Year Total
MLS DataChecker Notices Sent	1,136	1,190	4,903	8,250
MLS DataChecker Fines	100	109	532	491
MLS violations processed manually	10	22	60	110

- MLS hearings: 2.
- 83 new IDX contracts approved: 479 (2012 total)
- 15 IDX-related violations assessed: 342 (Total 2012)
- 1 new IDX vendor signed up, paid the \$500 setup fee and is paying quarterly vendor fees; 10 (2012 total)

## ■ SUPPORT/HELP DESK

- Answered support e-mails: 639 (2012 total: 3,514)
- Number of Help Desk support calls answered: 2,838 (2012 total: 13,302)
- Q4 2012 Help desk support calls 2,838 Installed new issue-tracking system for Help Desk staff.
- MLS input sheets for all property types were updated with a new look.

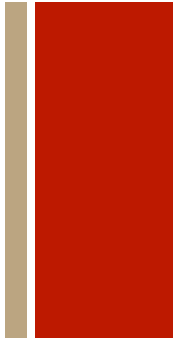
# + CarolinaMLS

## ■ TRAINING

- Conducted 65 Fusion classes (34 on-site and 31 off-site).
  - Offices: 20
  - Central Carolina Association of Realtors®: 3
  - Gaston Association of Realtors®: 3
  - Comfort Suites in York County: 3
  - Charles Mack Citizen Center in Iredell County: 2
- Conducted 19 on-site Microsoft Office classes.
- Participated in RPR and FIND “train-the-trainer” training.
- Participated in the Technology Open House with four sessions.

## ■ GENERAL

- Met with CoreLogic reps to discuss moving forward with Fusion Apps.
- Worked with Melynn Sight to create a Request for Proposal (RFP) and issue it to numerous web-development companies.
- Debbie Wey participated in panel discussion for CarolinaMLS Brings It at the NAR Annual Convention.
- Worked with CoreLogic to implement new work flow and notification templates in MLS DataChecker.
- Implemented new “digital image” and “lockbox accessibility” policies.





# GRANTS AWARDED

The association has been awarded a total of **\$60,500 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.
- \$4,000 Diversity Initiative grant to host Bridges Out of Poverty, a national training curriculum.
- \$5,000 Diversity Initiative grant to host four Corridor Conversations (awarded in 2011 for use in 2012).
- \$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.