



**Since 2009, the association substantially cut costs by:**

- Freezing the pay of all staff (until a 2012 cost-of-living increase).
- Eliminating five full-time positions (still not replaced).
- Abbreviating the work weeks of five employees to 30 hours (continues today).
- Eliminating the company-match contributions to all employees' 401(k) (continues today).
- Downgrading employees' medical benefits and increasing premiums paid by employees.
- Eliminating all company-sponsored employee activities/company-wide trainings (continues).
- Eliminating the use of all seasonal temporary employees (continues today).

**Then we:**

- Cross-trained nearly three-quarters of staff for dual roles and positions.
- Merged the Accounting and Member Services departments for greater efficiency.
- Expanded the role of a staff person to include events photography; previously contracted.
- Expanded the role of a staff person to include graphic design; previously contracted.
- Expanded the role of a staff person to include online Realtor® Reflections writing/editing; previously contracted.
- Expanded roles of multiple staff to include website maintenance and Mingle School site overhaul.
- Utilized multiple staff for evening/weekend security when necessary to replace contractors.
- Utilized multiple staff for furniture moving and security-railing installation, ice maker and fax machine repair, mini-flood clean-up, etc.
- Refinanced any possible contracts (Xerox, Windstream, Pitney Bowes, etc.).
- Reduced staff and board travel whenever and however possible.
- Consolidated the Realtor® EXPO and the Board of Directors Installation events.
- Consolidated the Workforce Housing Certificate Program classes for greater efficiency.
- Streamlined and assimilated the CarolinaMLS hearings into the Code of Ethics process.
- Increased the property value and eliminated insurance and property-management fees by destructing the 1229 Greenwood Cliffs building.
- Reduced liability and commercial insurance packages.
- Cleaned and re-cleaned classroom carpets to postpone replacement.
- Went paperless wherever possible.

**Somehow we also:**

- Expanded the statistics available to members by partnering with 10K to provide SAM and monthly reports.
- Implemented and orchestrated five annual Realtors® Care Day events.
- Implemented more integrated government affairs initiatives.
- Implemented a Young Professionals Network (YPN).
- Implemented more formal diversity initiatives.
- Increased advocacy for South Carolina issues.
- Expanded the "Find a Home" feature of the public-facing CarolinaHome.com website.
- Continued to average more than 20 educational programs and events per year for members.
- Continued providing varied designation/certification classes and even added new ones: Short Sales and Foreclosure Resource (SFR), Certified Distressed Property Expert (CDPE) and Broker Price Opinion Resource (BPOR).
- Expanded continuing-education classes, adding two to three new electives per year.
- Implemented additional off-site continuing education in Concord and Rock Hill, S.C.
- Tailored frequency of New-Member orientations to demand (decreased then increased).
- Maintained competitive prices in the Realtor® Store (same prices today as 2008).



## What's Your Membership Worth?

### Are You Taking Full Advantage?

As a REALTOR®, \$150 pays for your membership in the Charlotte Regional Realtor® Association. In return, you get a whole host of special discounts, education, news, research and tools you need to be successful. With all these resources, your membership quickly pays for itself — if you take advantage of them.

How much do you save by being a member of the Association? See how your savings add up.

	Retail Price	Member Benefit	How You Save
<b>Education/Training/Seminars</b>			
Code of Ethics training (generally paired with an elective)	\$63	You save \$20-40	Mandatory Ethics training enhances members' professionalism and competency in their daily dealings with clients, consumers, and the public. Members may also receive CE credit for a fee by attending New-Member Orientation.
Member discounts on class tuition, continuing education (at Mingle & off-site)	\$63 non-member rate at Mingle	You save \$15	Mandatory education is available to members at discounted rates at Mingle. Other schools generally charge higher rates.
Post-Licensing Classes	\$210 non-member rate at Mingle	You save \$20	Mandatory education is available to members at discounted rates at Mingle. Other schools generally charge higher rates.
Designation and Certification courses	\$115-\$295	You save \$20+	Members receive discounts on designation and certification courses. The list prices for these types of courses range from \$115-\$295. Discounts vary with a minimum savings of \$20.
Tech Open House	\$100	You pay \$0	This full-day workshop on helpful tech tools features multiple classes taught by area experts on iPhone/Blackberry/Droid devices. Classes include integrating social media, social media best practices, use of video and blogging on websites, and more.
GIS/Polaris Workshop	\$75	You pay \$0	This annual workshop hosted by the Association and taught by a Mecklenburg County technical team features updates and how-to tips for users of the Polaris and GIS systems.
Realtor® Hot Topics	\$50	You pay \$0	Includes Broker-in-Charge (BIC) Briefings on key issues and updates, and 6-7 seminar-type workshops/classes per year on best practices and business enhancements.
Workforce Housing Certificate Program	\$100	You pay \$0	The Workforce Housing Certificate Program (WHCP) educates Realtors® to work with first-time buyers and clients purchasing in the affordable price range (80 percent of the area median income). The public is then able to more readily identify Realtors® who have the education and skills to handle real estate transactions in the workforce-housing market. Participants must attend five workshops within two years to earn the local designation of Workforce Housing Specialist. Workshops are free to members.



## Charlotte Regional Realtor® Association

	Retail Price	Member Benefit	How You Save
<b>Education/Training/Seminars (con't)</b>			
Leadership Academy	\$1,000	You save \$500	This nine-session program helps emerging Realtors® who have been recognized as potential leaders within the industry and community to gain knowledge about issues that affect the Charlotte region, challenges the region may face, and the role Realtors® can play in finding solutions for those challenges. Includes transportation, food and speaker fees.
Advocacy Training/Leadership Workshop	\$150-600	You save \$150-600	This annual course is open to members participating in committees or other association volunteer leadership roles, and includes fiduciary responsibility, understanding budgets, Association Bylaws, Robert's Rules of Order protocol. Courses are taught by attorneys, CPAs and others whose hourly retail price varies.
Workforce Housing Forum & other workshops (Bridges Out of Poverty)	\$75	You pay \$0	Full-day and half-day workshops explore workforce housing-related challenges and are led by area experts.

	Retail Price	Member Benefit	How You Save
<b>Select Products &amp; Services</b>			
Government Affairs and political advocacy	Priceless	You pay \$0	With federal, state and local policies, regulations and laws impacting the real estate industry, the association is uniquely positioned to advocate for homeownership on behalf of Realtors® and their buyer and seller clients. Advocacy includes calls for action, tracking and lobbying local, state and federal issues, and candidate questionnaires and interviews.
Local Market Update Reports	\$250	You pay \$0	This 32-page report trends data for 32 selected counties and areas within the region. Area researchers without subscription to services pay \$200 and up for similar market intelligence reports. NAR charges non-members \$250 for single-area local market reports.
CarolinaHome.com public/consumer website	Priceless	You pay \$0	Free syndication of listings is provided on the "Find A Home" section. Consumers can also find a Realtor®, and learn about homeownership issues and advocacy.
Sales History Data tool on CarolinaHome.com	\$50	You pay \$0	This web-based tool creates a quick and easy way to look up historical sales for selected counties. Realtors® may refer clients to the tool so they may research and understand sales in their own neighborhoods. The tool helps guide clients and the public in actual sales prices of properties in their areas.
Regional Homebuyer and Seller Profile Survey	\$200	You pay \$0	The Association purchases key highlights, tables and charts from NAR that summarize local buyer and seller characteristics, how they work with agents, the role of technology and more. The standard market rate for a similar demographic report starts at \$200.



	Retail Price	Member Benefit	How You Save
<b>Select Products &amp; Services (con't)</b>			
Real Estate and Building Industry Coalition (REBIC) representation	\$1,000	You pay \$0	Dues for this association start at \$35,000 annually for groups and firms; individuals pay \$1,000. Association members benefit through advocacy for causes that apply to the real estate industry. Advocacy can include calls for action, tracking and lobbying local, state and federal issues, and candidate questionnaires and interviews.
Mediation Services	Consultations are generally free but \$200/hr. to retain services. (Mediations are generally conducted by attorneys.)	You pay \$0	The association offers mediation services to its members. Trained mediation officers meet with both parties to the dispute and try to help them reach a mutual resolution. If a resolution is reached, it is put in writing. If either party does not comply with the written resolution, the other party can take that document to court to have it judicially enforced. If no resolution is reached, the complaining party may then file for arbitration. There is no fee for mediation.
Arbitration Services	\$300-500	You save \$50-250	The association handles ethics complaints and arbitration requests where no damages are awarded. The association can arbitrate certain money disputes between a Realtor® and his or her client, or between a Realtor® and a Realtor®'s client, provided each party agrees in writing to arbitrate the dispute.
CarolinaHomePrograms.com	\$1,000	You pay \$0	Realtors® may refer clients to this interactive site to educate them on the home-buying process, financial assistance programs, consumer issues and resources available in the region. The yearly research fee for maintaining the information is \$1,000. Realtors® could incur similar costs to conduct their own research on behalf of clients.
Realtor® Store discounts		10% member discount	Association members pay 10% less than non-association members and the public.
Regional Association Member Profile Survey	\$200	You pay \$0	The Association purchases data from NAR that summarizes local members' business characteristics, activity and demographics. The standard market rate for a similar demographic report starts at \$200.
Notary service	\$5-10/ document	You pay \$0	The association provides notary services at its offices. Appointments required.



## Charlotte Regional **Realtor**® Association

	Retail Price	Member Benefit	How You Save
<b>Select Products &amp; Services (con't)</b>			
Language-fluency verification	\$50+/hr.	You pay \$0	Bilingual Realtors® are listed on the association's public-facing website for the public and for Realtors® who want to make referrals or work with clients who use English as a second language. The Latin-American and Asian-American subcouncils implemented a process to verify the language fluency of these Realtors®. The retail rate is based on an hourly rate of local certified interpreters.
Xerox color-copy discounts	\$1/copy	You save \$0.85/copy	The Association offers color copies for \$0.15 each.

	Retail Price	Member Benefit	How You Save
<b>Networking &amp; Events</b>			
Candidate Fish Fry	\$25	You pay \$0	As one of the Association's most popular events of the year, this event blends fun, feasting and politics. Held before the fall elections, the Fish Fry draws a host of local and state candidates and elected officials. The retail price includes beverages, dinner and live entertainment.
Realtor® EXPO	\$75	You pay \$0	The annual EXPO offers members the opportunity to network with real estate-related businesses to learn about new products, participate in educational seminars as well as interact with other members. The retail price is based on an entrance fee for similar events providing education, a continental breakfast and hot buffet lunch.
Holiday Awards Luncheons	\$50	You pay \$0	The annual awards luncheon offers members the opportunity to network in a festive atmosphere and participate in a silent auction to benefit the Housing Opportunity Foundation. The retail price includes a three-course meal and goody bag.
Young Professionals Network (YPN)	\$100 annually	You pay \$0	Through networking events, YPN gives its members unique presentations and learning opportunities to advance their careers. Other specialty networks charge about \$100 annually for membership, and additional charges for snacks. Any Realtor® member may join YPN.
Realtor® Legislative Day (Raleigh, N.C.)	\$100	You pay \$0	Legislative Day provides members with a bus trip to the N.C. legislature and includes a continental breakfast and boxed lunch.
Realtors® Care Day® Pre-Party	\$25	You pay \$0	Allows members the opportunity to network while enjoying food and beverage in an upbeat atmosphere. Members meet sponsors of RCD while supporting the foundation's nonprofit mission.



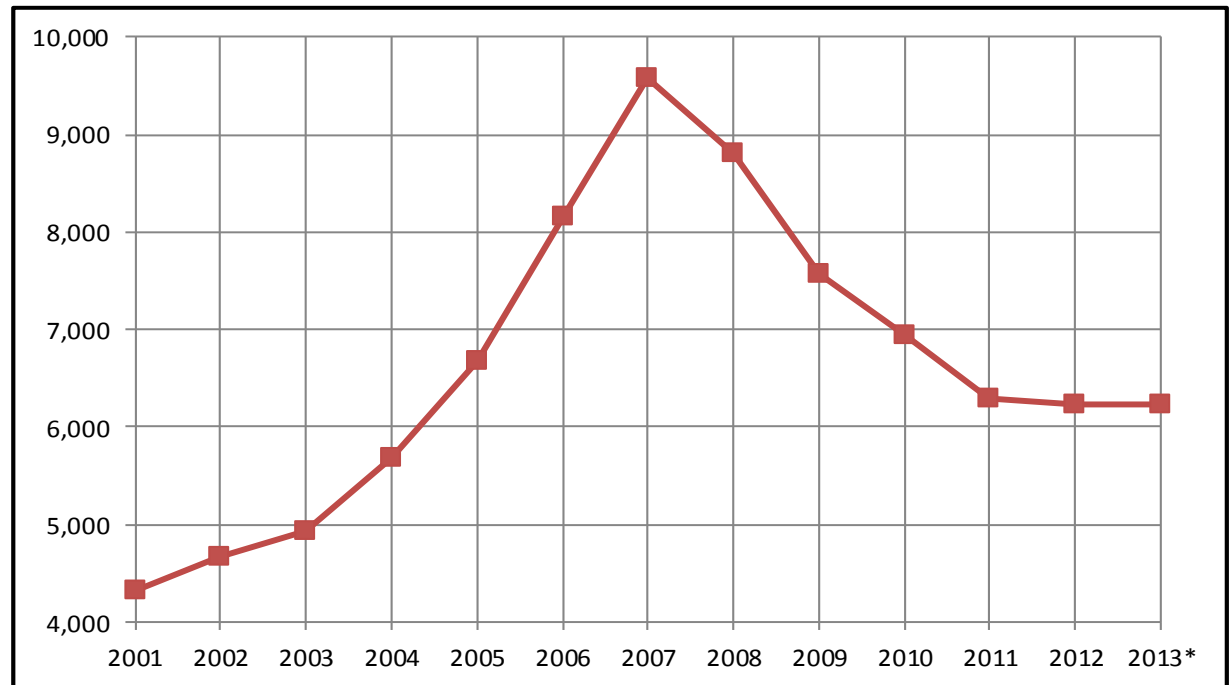
	Retail Price	Member Benefit	How You Save
<b>Networking &amp; Events (con't)</b>			
Diversity Council	\$15	You pay \$0	The Charlotte Regional Realtor® Association Diversity Council was established to facilitate more involvement and encourage more diverse leadership from the membership. Members network at various community-outreach events and participate in educational sessions. The retail price is based on the average cost of attendance at local festivals and lunch-and-learn events.
Affordable Housing Bus Tours	\$50	You pay \$0	This tour educates participants about affordable housing locations in the region. The retail price is based on comparable bus tours and lunch.

	Retail Price	Member Benefit	How You Save
<b>News &amp; Publications</b>			
Eheadlines (weekly)	\$50	You pay \$0	Member email with current industry news, events and calls to action. Retail price based on annual subscriptions to similar email newsletters with similar content and frequency of delivery.
Realtor® Reflections online magazine (monthly)	\$50	You pay \$0	Retail price based on annual subscription to industry-based magazines with similar content
Association Weekly News (weekly)	\$35	You pay \$0	Retail price based on annual subscription to newsletters with similar content and frequency of delivery.
Charlotte Business Journal (CBJ) Quarterly Residential Real Estate Insert (quarterly)	Standard market rates for print advertising may apply.	You pay \$0	The association provides pro-Realtor® and pro-homeownership content to CBJ four times per year to educate consumers on market trends and about the benefits of using a Realtor®. The Association receives a nonprofit advertising rate.
Mingle Message (weekly)	\$20	You pay \$0	Weekly email outlining Mingle class offerings and events. Retail price based on annual subscription to newsletters with similar content and frequency of delivery.
New Home Connection (biweekly)	\$50	You pay \$0	Email sent to members regarding new-home inventory and promotions. Retail price based on annual subscriptions to email newsletters with similar content and frequency of delivery.
Workforce Housing News (monthly)	\$35	You pay \$0	Email alerting members to forums, classes and affordable housing news. Retail price based on annual subscription to newsletters with similar content and frequency of delivery.



## Charlotte Regional REALTOR® Association, Inc. Historical Membership Trend

Year End	Number of Members	% Change
2001	4,321	
2002	4,680	8.3%
2003	4,932	5.4%
2004	5,682	15.2%
2005	6,687	17.7%
2006	8,152	21.9%
2007	9,578	17.5%
2008	8,801	-8.1%
2009	7,580	-13.9%
2010	6,947	-8.4%
2011	6,292	-9.4%
2012	6,236	-0.9%
2013*	6,241	0.1%



\* As of April 30, 2013