

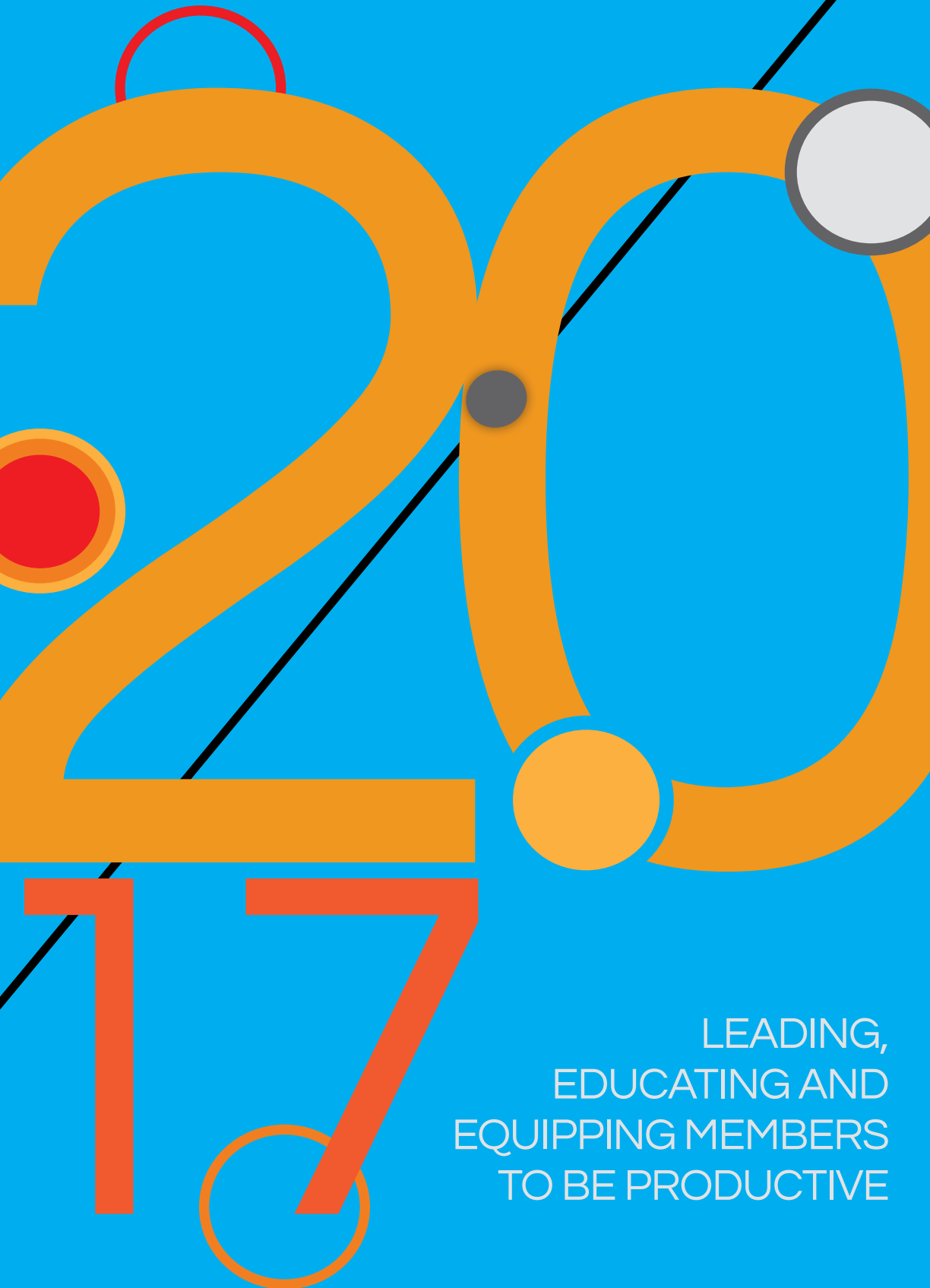
YEAR-IN-REVIEW

Charlotte Regional
Realtor® Association

CarolinaMLS

Mingle School of
Real Estate

Housing Opportunity
Foundation



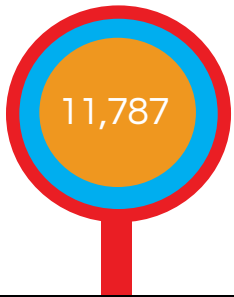
LEADING,
EDUCATING AND
EQUIPPING MEMBERS
TO BE PRODUCTIVE

Help Desk & Member Services

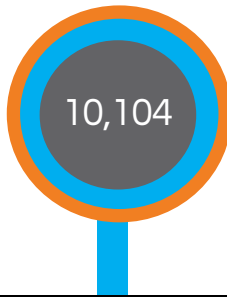
13,143 support emails to CarolinaMLS Help Desk
27,283 Help Desk and Compliance calls answered
27,263 calls to Member Services/Accounting
7,909 MLS Data Checker violation notices sent
618 MLS Data Checker fines issued

MEMBERSHIP AT-A-GLANCE

Data as of November 30, 2017



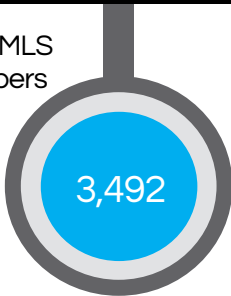
CarolinaMLS
Subscribers



Realtor®
Members



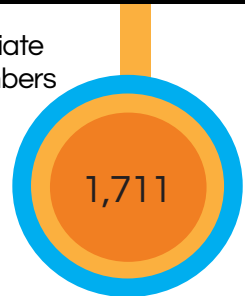
Affiliate
Members



NCMMLS
Subscribers
supported



New
CarolinaMLS
Subscribers



New
Association
Members

MMSI member database upgraded to V.6

28 ethics complaints reviewed and 4 requests for arbitration
27 of those were forwarded for a hearing
4 were dismissed by the committee
1 citation issued

Ethics
complaints
and
arbitration

Mediation

9 requests for mediation
3 mediation sessions were successful
2 sessions were unsuccessful
1 request was denied by the respondent
3 requests resolved outside of mediation

5.3 million MATRIX™ logins

Report Usage

Unique SAM users a month

1,604 (14% of membership)

Reports created using SAM in 2017

565,654

SAM reports shared with clients

31,085

Members taking advantage of free Inman Select membership

3,849 (38% of membership)

MATRIX™ enhancements

- Coming Soon No-show status was added
- New fillable property data forms now available
- The "Rentals" category has been vastly expanded to bring it in line with other categories
- Ability to add agents and listings to "Teams"
- The Client Portal has been rebuilt from the ground up to provide a more consistent experience across all devices
- Several new fields have been added, such as Accessibility Features, Occupant Type and Transaction Brokerage Compensation
- More than 30 new fully customizable header images are available to all agents

Bylaws amended to increase CarolinaMLS Board of Directors seats from 18 to 24

New seats for NC Mountains MLS (4 seats)

New seat for SC representative

Additional seat for CRRRA

CarolinaMLS accomplishments

Contracted with Remine for 1Q 2018 implementation

Contracted with Broker Public Portal for 1Q 2018 implementation

MLS expansion

Acquisition of NC Mountains MLS effective January 1, 2018

Catawba Valley wholesale negotiated in 2017 for 2018

Mingle School of Real Estate

7,231 licensees who took CE classes at Mingle

24
Prelicensing
classes

32
Postlicensing
classes

7
NAR designation/
certification
classes

4
SC Review
courses

74,616
Unique visitors to Mingleschool.com

212
students

263
students

Computer training and classes

584 CarolinaMLS/NCMMLS
training courses held

Matrix™ training (CarolinaMLS/NCMMLS)

377

Online webinars (CarolinaMLS/NCMMLS)

98

On-site Microsoft Office/ShowingTime training

75

Open-topic training sessions

34

Realtor® Hot Topics

Realtor® Hot Topics offer members the opportunity to hear and interact with presenters who can enhance their lives and livelihood.

874 Realtors® in attendance
7 events



THE REALTOR® STORE

87,249 Total items sold

Top items sold in 2017

- Working with Real Estate Agents pamphlet
- Prelicensing textbook
- Pepper spray
- Coming Soon signs
- Open House signs

MARKETING AND COMMUNICATIONS

Realtors® Make It Right Consumer outreach campaign

935,542

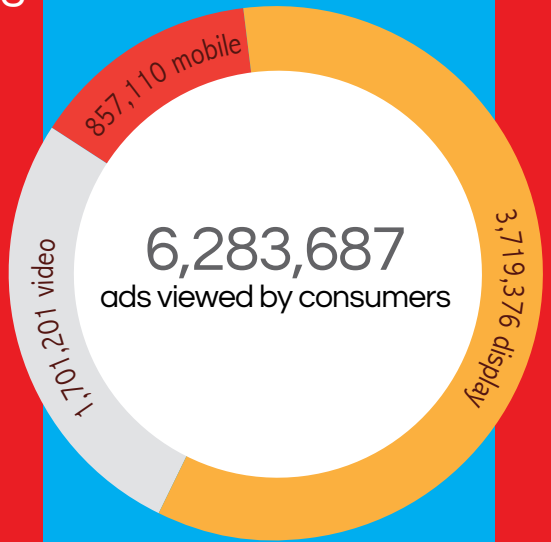
Spanish ads viewed by consumers

26,840

unique visitors to RealtorsMakeItRight.com

6 articles in Charlotte Five with

96,648 views



FACEBOOK

5,590 followers

up 1,449 since January 2017

23 press releases

Media

28 interviews and features

BUSINESS HAS NO BORDERS.

Carolina Multiple Listing Services, Inc.

CarolinaMLS gives you more exposure no matter where you're doing business. Join before December 31, 2017 for only \$5.

Offer available to S.C. licensees/appraisers affiliated with S.C. firms.

Business Has No Borders campaign

Resulted in over 51 SC licensees/appraisers joining CarolinaMLS

EVENTS

- | | |
|--------------------------------------|--------------------------------|
| Realtor® EXPO | 1,200 attendees; 112 booths |
| Oktoberfest | 1,013 attendees; 58 exhibitors |
| Holiday Luncheon and Annual Meetings | 560 attendees registered |
| Young Professionals Network events | 575 attendees; 6 events |

Diversity Council

208 attendees

Awarded \$5,000 NAR Diversity Grant

HOUSING OPPORTUNITY FOUNDATION

The Housing Opportunity Foundation (HOF) is the association's charitable arm. Their vision is "Realtors® affecting a better quality of life for the region."

1,250 Realtors® contributed **\$53,530** through bi-annual solicitation

since 2007

\$1 million

collective impact

231

families and non-profits assisted

Realtors® Care Day

730 volunteers/26 sites repaired

\$49,107 raised in sponsorships

More than \$150,000 in-kind support

4 food pantries received more than 1,200 canned goods and packaged food

\$366,500

total distributed through program since 2007

Community Grants Program

\$41,500 distributed to 16 Mecklenburg and Iredell County non-profits

\$20,000 distributed to 7 regional Habitats for Humanity

117

current qualified graduates

Workforce Housing Certificate Program

76 currently enrolled

362 attended workshops

32 new graduates

96 participated in 2 Affordable Bus Tours

\$15,107.66

donated to A Child's Place (three times the amount raised in the 2016 inaugural year)

Strides for Shelter 5K Walk/Run

450 participants

14 financial sponsors

4 in-kind sponsors

\$2,500

distributed to participating non-profits

Project R.E.A.C.H. - **NEW INITIATIVE**

(Realtors® Engaging and Creating Hope)

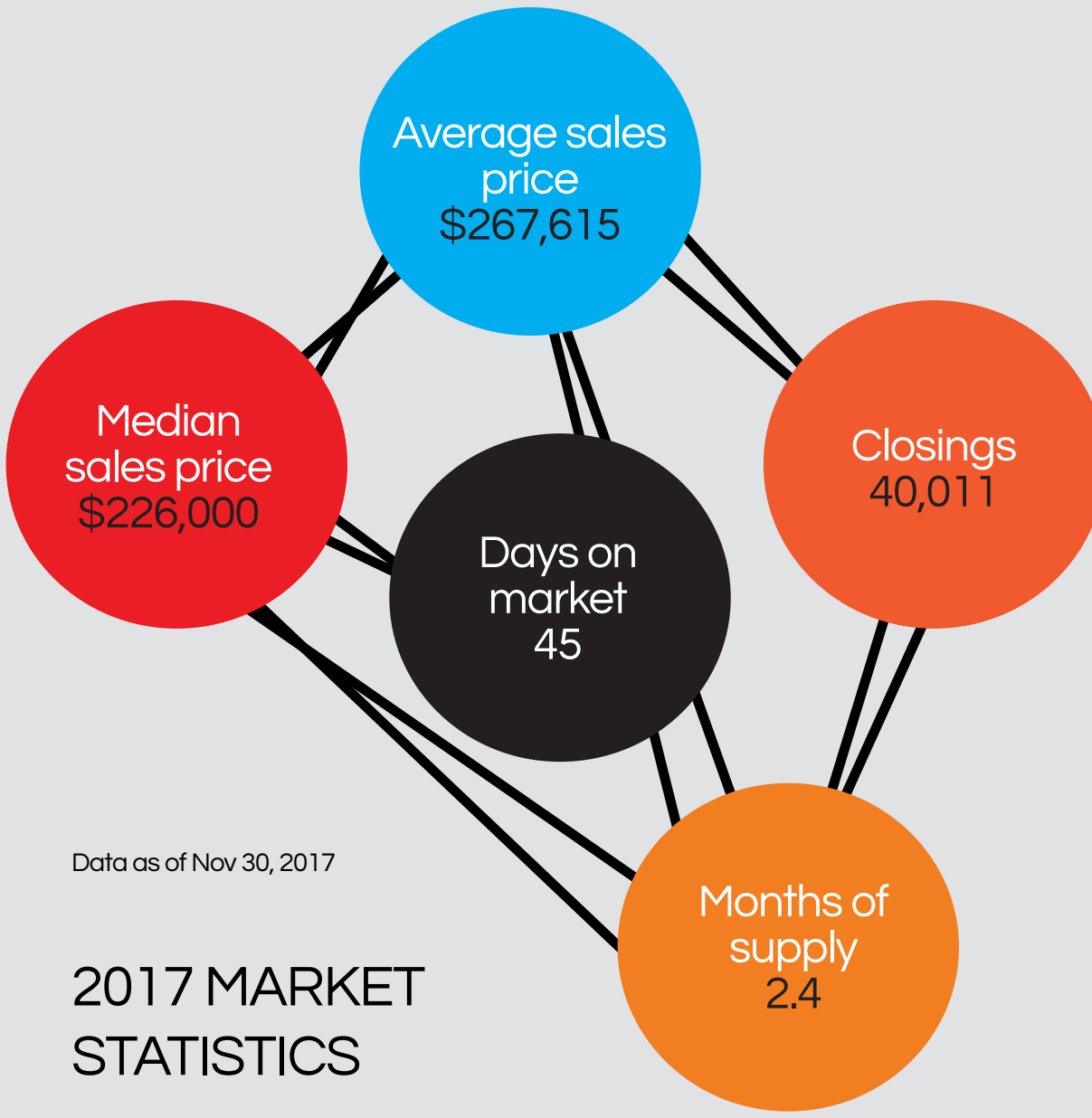
100 volunteers

5 participating non-profits

Humanitarian Award

17 applications received

\$5,000 awarded to nonprofit chosen by recipient



ADVOCACY

\$175,060.64

Contributed to RPAC

Exceeded goal in 2017

1,763 Realtors® responded to NAR Calls For Action

Staff
Leadership
Participation

COVE
Council of MLSs
NAR Board of Directors (Representing large MLSs)
NAR MLS Issues and Policies Committee
NAR MLS Technology and Emerging Issues Advisory Board
RESO Board of Directors



Charlotte Regional Realtor[®] Association

1201 Greenwood Cliff, Ste. 200
Charlotte, NC 28204
Main Number: 704.372.0911

Member Services and Accounting
704.940.3110
membership@carolinahome.com



Carolina Multiple Listing Services, Inc.
CHARLOTTE REGIONAL REALTOR[®] ASSOCIATION

CarolinaMLS Help Desk
704.940.3159
support@carolinahome.com



Mingle School of Real Estate
THE OFFICIAL SCHOOL OF THE CHARLOTTE
REGIONAL REALTOR[®] ASSOCIATION

Mingle School of Real Estate
704.372.2984
mingleschool@carolinahome.com



Housing Opportunity Foundation
REALTORS[®] AT THE HEART OF THE COMMUNITY
the charitable arm of the
Charlotte Regional Realtor[®] Association

The Realtor[®] Store
704.940.3126
store@carolinahome.com

Housing Opportunity Foundation
704.940.3148
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