



The pandemic didn't slow us down!

# GCAAR'S 2020 ACCOMPLISHMENTS

January 2020-December 2020



## Government Affairs

**SUCCESSFULLY**  
advocated For:

- Establishing REALTORS® as “essential” with state associations
- Safely continuing real estate activities during the pandemic
- Re-opening Montgomery County Land Records Office
- Defeating efforts to raise county property & recordation taxes through Call for Action campaign with 1,000+ responses
- Protecting tenants from eviction, while holding back long-term rental control measures
- Allowing remote notarization in MD during the pandemic



## Education

- Pivoted to virtual classes
- Advocated to DC/MD real estate commissions for online class accreditation
- Created instructor evaluation process
- Held 2 designation classes (CRS, MRP)



## GCAAR Events

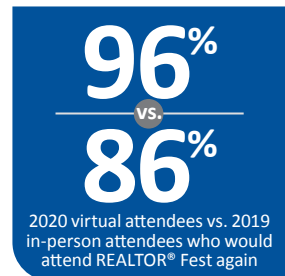
**REALTOR® Fest 2020**

**862** member attendance  
+ 48 non-members

**48** with **6,285**

CE classes CE credits registered for

*Plus an improved member experience through a restructured registration process*



**First-ever virtual Installation**

**200+** registrants

**15+**  
Sponsors

**History and Power of Real Estate webinar series**

*Committed to continuing the conversation about racism in relation to real estate:*

**3** webinars  
in 2020

**245+**  
registrants

**Profession Sessions** (new webinar series)

**12** webinars

**490+**  
registrants

**+ 8 GCAAR-hosted Zoom trainings**



# GCAAR Communications

- New look for GCAAR email communications
- Members can now choose email/text preferences
- 5 issues of Capital Area REALTOR® magazine
- 2 video series launched:
  - GCAAR Leadership Video Series answering members' COVID FAQs
  - “The More You Know... about GCAAR” member benefits commercials

**53%**

avg. email  
open rate

(10% industry avg)

**1,119**

new social  
media  
followers



## Forms

### 3 new forms:

- GCAAR COVID-19 Addendum
- Solar Panel Addendum
- Potential Adverse Consequence Acknowledgment



## Member & Billing Services

- Transitioned to shipping & curbside pick-up for member store products
- Revamped New Member Orientation
- Revised REALTOR® and affiliate applications
- Updated GCAAR Emeritus Program
- Launched GCAAR Affiliate Emeritus Program



## IT & Technology

### Technology upgrades enabled:

- Seamless transition to virtual workspace
- Continuous operations & member services since March 17
- Simplified member experience with association database



## GCAAR's Offices

(Rockville & DC)

- Signed two new tenants in Rockville:
  - Nanda Learning Center (childcare)
  - Capital Area REALTOR® Federal Credit Union
- Upgraded Rockville building for COVID environment:
  - Upgraded air filtration system to needlepoint ionization
  - Installed touchless hand sanitizer stations throughout
- Remodeled and expanded board room in DC
- Paid off roof loan in Rockville



## Community Service

- 11+ members helped so far through GCAAR Cares (COVID-19) Emergency Relief Program
- 6,000+ Shoebox Drive donations
- First-ever GCAAR Good Neighbor Award and award grant launched