



January – July 2021

Mid

# GCAAR'S 2021 ACCOMPLISHMENTS



From home or from six feet apart – we got a lot done!



## Government Affairs

- **Defeated a proposal** in Montgomery County's new Growth Policy that would have raised and created new, higher-charging tiers of recordation taxes.
- **Successfully advocated for** the D.C. Council to adopt an exemption to D.C.'s rigid eviction moratorium, in partnership with The D.C. Association of REALTORS® and other housing organizations.
- **Changed a bill** that would have required lengthy and cumbersome disclosures on real estate advertisements in Montgomery County to a brief contract disclosure that will roll out in October.
- **Commissioned a study** in Montgomery County to examine the current housing landscape through land use and economic feasibility lenses - and the potential impact changes would have on REALTORS®.



## GCAAR Forms

- **June forms release:** 13 updated forms, 6 updated checklists
- **February forms release:** 3 new forms, 4 updated forms

## REALTOR® Fest 2021



Greater Capital Area Association of REALTORS®

**1,056 registered**

**1,001** members

**55** non-members

- **44** CE classes
- **11** non-CE sponsored professional development sessions
- **125** attendees **3** Food for Thought lunchtime sessions
- **80** attendees at virtual happy hour



## GCAAR Communications

- **26** affiliate members recognized through new **#GCAARAffiliateFriday**
- **54%** average open rate for all GCAAR emails
- **691** new social media followers
- **3** issues of Capital Area REALTOR® magazine published



## GCAAR Events

- **500+** attendees at **3** History & Power of Real Estate webinars
- **950** attendees at **15** Profession Sessions
- **270** attendees at **3** Broker/Manager Forums



## GCAAR Recognition Awards Event

- **361** total Recognition Award winners
- **290** individual/**79** team



## GCAAR Education

- **144** virtual CE classes
- Added closed captioning for all classes
- Offered **3** certifications: **2** At Home with Diversity (AHWD) and **1** Real Estate Negotiation Expert (RENE)
- **709** attendees at **17** New Member Orientations



## Member & Billing Services

**974**  
new members

**756** Primary  
**189** Secondary  
**29** Affiliate

- Updated SentiLock Rules & Regulations
- Sentrilock reciprocity with:
  - **Dulles Area Association of REALTORS®** (DAAR)
  - **Greater Piedmont REALTORS®**
  - **Northern Virginia REALTORS®** (NVAR)
  - **REALTOR® Association of Prince William** (PWAR)
- New online REALTOR® Store
- Updated REALTOR® Emeritus Program
- Created first Affiliate Emeritus Program



## Professional Standards

- Adopted citation program to streamline grievance process

**Plus:**

**Creation of the Diversity & Inclusion Committee**

## Charitable Engagement

- **30+** members served through GCAAR Cares Emergency Relief Program
- **317** attendees at workshop to help underprivileged populations achieve homeownership (through GCAAR-Capital Area Asset Builders (CAAB) partnership)