

2023 Accomplishments



Government Affairs

- Launched first ever GCAAR Advocacy Survey to gauge membership priorities and guide Public Policy Committee efforts in 2024 and beyond

> With D.C. Association of REALTORS®

- Testified at committee hearings and sent letters regarding DCAR's position on legislation
- Launched Call for Action on restoring funding to DHCD HPAP and Heirs Property Assistance Program. **1,676** messages sent from members to D.C. Councilmembers
- Used NAR's Smart Growth grant program to hold an Accessory Dwelling Unit (ADU) Workshop with government officials and industry experts
- Received NAR issues mobilization grant to conduct a district-wide study of rent control and the impact on small housing providers



Rally protesting proposed 10% property tax

> Montgomery County

- Proposed 10% property tax rate passed at 4.7%, due in part to the significant role of GCAAR's advocacy & member engagement
 - Reached **60,000+** local residents through comprehensive community outreach campaign
 - Knocked on **6,200** doors through on-the-ground field campaign
- Reviewed **150+** bills during state session with MD REALTORS® Legislative Committee



GCAAR Forms

- **3** forms releases
- **7** new forms
- **40** updated forms



Communications

- **60+** times covered by the media
- **34** videos produced
- **455** new social media followers
- **4** issues of *Capital Area REALTOR®* magazine published
- Won a **1st-place** Anvil Award from the national public relations association



GCAAR Diversity, Equity & Inclusion Champions

- **417** GCAAR DEI Champions
- **228** took At Home with Diversity® with GCAAR
- **112** attendees at **4** History & Power of Real Estate webinars



GCAAR Events

- **GCAAR Recognition Awards event** – **222** total winners
 - **176** individual
 - **20** small team
 - **10** medium team
 - **2** large team
 - **14** Pathways Awards
- **Young Professionals Network (YPN)**
 - Over **170** attendees at **3** happy hours
 - **16** sponsors

GCAAR's 25th Anniversary



- **3** events celebrating GCAAR's 25th anniversary to recognize past presidents, board & committee members

Registrants for key events:

- **827** for **14** Profession Sessions
- **405:** Annual Holiday Party & Installation
- **204:** Annual Economic Forecast
- **80:** The Great Housing Market Reset of 2023 with Lisa Sturtevant
- **75+** spectators: GCAAR v PGCAR Charity Basketball Game to benefit Habitat for Humanity Metro Maryland
- **67** at **2** Broker/Manager Forums



Education

- **6,230** attendees at **234** virtual CE classes
- **907** attendees at **23** New Member Orientations, in partnership with Member Services
- **359** attendees at **7** certification and certificate courses
- **304** attendees at **25** in-person CE classes
- **25** GCAAR on the Go classes



6,261
unique
CE class
registrations

908
registered

43
continuing
education
classes

97
registrants
for virtual
happy hour

- Plus **7** non-CE sponsored professional development sessions



Community service & charitable engagement

- Over **200** attendees at GCAAR/CAAB's two Money Management Workshops
- **21** members served through GCAAR Cares Emergency Relief Program
- **12** families helped through our partnership with Habitat for Humanity Metro Maryland's Homeowner Education Program
- Added Yachad as a new charitable partner



Member & Billing Services

- **926** new members
 - **615** primary REALTOR® members
 - **272** secondary REALTOR® members
 - **39** affiliates
- **822** attendees at **23** New Member Orientations
- Call statistics
 - Answered **25,585** calls
 - Made **8,181** calls
 - **1,553** hours of talk time



Professional Standards

- **66** case hearings completed
- **14** ombuds cases completed
- BOD tribunal established for ethics appeals/arbitration procedural reviews
- Code of Ethics/SentriLock Citation Policy and Schedule updated

