



GCAAR'S 2021 ACCOMPLISHMENTS

We really brought it home for you this year!

Government Affairs

Montgomery County:

- ✔ Prevented a bill that would have made disclosures on real estate advertising in Montgomery County cumbersome and lengthy.
- ✔ Commissioned a study to examine zoning reform for more affordable and attainable housing in Montgomery County and the possible impact on REALTORS®.

District of Columbia (with DCAR):

- ✔ Squashed a proposed \$60 hike in the real estate license renewal fee in D.C.
- ✔ Worked with District of Columbia Association of Realtors® to advocate for the D.C. Council to modify the eviction moratorium to allow landlords to remove dangerous tenants.

Events

- **550+** registrants at **4** History & Power of Real Estate webinars
- **130+** registered for 2021 Financial Forecast event
- Profession Sessions webinar series
 - **21** sessions with **1,500+** attendees
- **200+** registrants at **3** Broker/Manager Forums
- GCAAR Recognition Awards given to **361** members (record-breaking!)
- GCAAR Holiday Party and Installation with **500+** attendees

REALTOR® Fest 2021



Greater Capital Area Association of REALTORS®

- **1,056** registered total
- **6,307** individual CE class registrations
- **44** CE classes
- **11** professional development sessions

Member & Billing Services

- **1,658** new members welcomed in 2021
- Re-vamped and offered New Member Orientation **28** times
- Updated SentiLock Rules & Regulations
- Entered into SentiLock reciprocity with:
 - Northern Virginia REALTORS®
 - Dulles Area Association of REALTORS®
 - Greater Piedmont REALTORS®
 - REALTOR® Association of Prince William
- Created/built online REALTOR® Store
- Revamped REALTOR® Emeritus program, including first-ever Affiliate Emeritus Program
 - **6** new Emeritus Status members

Communications

- **52%** average open rate for all GCAAR emails
- **1,016** new social media followers
- **30+** mentions in the media
- **2** communications awards
- **5** Capital Area REALTOR® magazine issues
- Established **#GCAARAffiliateFriday**

Community engagement

- **55+** members served through expanded GCAAR Cares Emergency Relief Program
- **500+** attendees at **2** workshops to help underprivileged populations achieve homeownership (through GCAAR-Capital Area Asset Builders (CAAB) partnership)
- **5+** community service & donation activities
- **\$30,000** donation to REALTORS® Relief Foundation

New in 2021

- **30+** GCAAR Diversity & Inclusion Champions
- Member Appreciation Week
- Diversity & Inclusion Committee
- Habitat for Humanity Metro Maryland: 2022-2024 charitable partner
- Amended bylaws

Forms

- **February: 3** new forms, **4** updated forms
- **June: 13** updated forms, **6** updated checklists
- **October: 4** new forms, **6** updated forms
- Added translation services for our real estate forms

Education

- **233** virtual CE classes
- **6** designations and certifications
 - **1** Accredited Buyer's Representative (ABR®)
 - **4** At Home With Diversity® (AHWD)
 - **1** Real Estate Negotiation Expert (RENE)
- Established Train-the-Trainer program
- Added closed captioning for all classes

Professional Standards

- Adopted GCAAR SentiLock Citation Policy and Schedule to streamline enforcement of SentiLock Rules & Regulations
- **12** people trained for GCAAR's ombuds program