

# 2022

Full-year accomplishments



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV **DEC**

## Another year of success, accomplishment and opportunity!

### Government Affairs



#### Montgomery County

- **11 candidate endorsements** for Montgomery County's July 19 primary election
- 10 candidate endorsements for Montgomery County general election – **All 10 elected**
- **CE attendee affidavit legislation** passed by Maryland General Assembly
- **Provided expert testimony** at 3 public hearings
- Worked w/ Council to **avoid more cumbersome radon inspections** for condominiums

#### D.C. Association of REALTORS®

- **7 candidate endorsements** for D.C.'s June 21 primary election
- Provided expert testimony at **8 committee hearings**.
- Introduced **legislation to modernize seller disclosures** related to soil types
- Heavily amended the **Eviction Records Sealing and Fairness in Renting Act**
- Reassembled the **State Political Coordinator Committee**

### Charitable engagement



- **60+** members served through GCAAR Cares Emergency Relief Program
- Over **700** registrants for workshop to help underprivileged populations achieve homeownership (through GCAAR/Capital Area Asset Builders (CAAB) partnership)
- Added Habitat for Humanity Metro Maryland as new charitable partner
- **16 volunteers & 143 volunteer hours** at Habitat for Humanity Metro Maryland Build Days and ReStore (through GCAAR/Habitat partnership)

## Connecting and growing



### Communications

- **44%** avg. open rate for GCAAR emails
- **702** new social media followers
- **50+** times covered by the [media](#)
- **15** press releases distributed
- **5** issues of [Capital Area REALTOR® magazine](#) published
- Created **Home Financing 101 guide** for consumers
- **1** statewide media relations award
- Launched REALTORS® Political Action Committee [video](#)



### Education

- **5,732** attendees at **224** virtual CE classes
- **390** attendees at **26** in-person CE classes
- **596** attendees at **9** designation, certification and certificate courses

## GCAAR Events



- **550** attendees at Annual Holiday Party & Installation
- **100+** attendees at Economic Forecast with Lawrence Yun and Jessica Lautz
- **1,600+** registrants for **16** Profession Sessions, free to GCAAR members
- **174** registrants for **3** History & Power of Real Estate webinars
- **1st** in-person Broker/Manager Forum in 3 years
- GCAAR Recognition Awards
  - **383** total winners (up **123** from 2021)
  - **297** individual/**61** team
  - **25** winners of brand-new Pathways Award
- REALTOR® Fest
  - **773** registered
  - **38** CE classes with **5,237** unique CE class registrations
  - **8** non-CE sponsored professional development sessions
  - **74** registrants for virtual happy hour

## Serving our GCAAR members



### Forms

- Discontinued Financial Info Sheet
- February forms release
  - **2** updated forms
- July forms release
  - **11** updated forms
- October forms release
  - **9** updated forms, **1** new form



### Young Professionals Network

- **60** attendees at April happy hour
- **70** attendees at June dodgeball event
- **67** attendees at September happy hour
- **38** attendees at November panel



### Diversity & Inclusion Champions

- **316** members became D&I Champions
- **452** took **At Home with Diversity**® with GCAAR
- Launched **D&I Champions video series**
- Hosted **3** NAR Bias Override video watch parties



### Member Services

- **1,397** new members
  - **996** primary REALTORS®
  - **356** secondary REALTORS®
  - **45** affiliates
- **814** attendees at **22** New Member Orientations, in partnership with Education

#### 2022 GCAAR CALL STATS:

- **34,422** calls answered
- **10,151** calls made
- **2,038** hours of talk time

