

2023 Mid-year accomplishments



Government Affairs

Montgomery County

- County executive-proposed 10% tax rate was **reduced to 4.7%**, due in part the significant role of GCAAR's advocacy & member engagement
 - **50** GCAAR members attended rally against property tax increase
 - Reached more than **60,000** local residents through comprehensive community outreach campaign
 - Reached almost **6,200** residents and confirmed more than **800** supporters through on-the-ground field campaign

With D.C. Association of REALTORS

- Testified at **3** committee hearings
- 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



February forms release:

- **5** new forms
- **11** updated forms



Communications

- Won a first-place **Anvil Award** from the national public relations association - alongside Wendy's, PetSmart, other major brands
- **35+** times covered by the media
 - includes Wall Street Journal, Fox5 DC, DC News Now, WTOP, RISMedia, Axios D.C. & others
- **13** press releases distributed
- **37%** average open rate for all GCAAR emails
- **236** new social media followers





GCAAR Diversity, Equity & Inclusion Champions

- **355** GCAAR DEI Champions
- First year **all committee members** are GCAAR DEI Champions
- **144** took At Home with Diversity® with GCAAR so far this year
- Held first 2023 **History & Power of Real Estate webinar**, “Mapping Segregation in Montgomery County”



Education

- **3,491** attendees at **109** virtual CE classes
- **182** attendees at **14** in-person CE classes
- **163** attendees at **3** certification and certificate courses
- **454** attendees at **10** New Member Orientations, in partnership with Member Services
- **15** GCAAR on the Go classes

REALTOR® Fest 2023



Greater Capital Area Association of REALTORS®

6,261

unique CE class registrations

908

registered

43

continuing education classes



GCAAR Events

- **597** attendees at **9** Profession Sessions, free to GCAAR members
- **280** attendees at two economic forecast events: national event featured NAR’s Lawrence Yun & Jessica Lautz, regional event featured Bright MLS’ Lisa Sturtevant
- **38** attendees at first 2023 Broker/Manager Forum

GCAAR Recognition Awards event

- **222** GCAAR Recognition Award winners
- **14** Pathways Award winners

Young Professional Network (YPN)

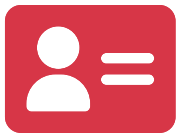
- Over **120** attendees at 2 happy hours in Silver Spring and D.C.
- Welcomed **14** sponsors to 2023 YPN events





Community service & charitable engagement

- Added **Yachad** as a new charitable partner, focusing on wealth creation of families in lower-income communities of color by preserving housing where families currently reside
 - Over **150** registrants for GCAAR/Capital Area Asset Builders (CAAB)'s June Money Management Workshop webinar series, aimed at helping individuals in traditionally marginalized communities achieve their goal of homeownership
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Member Services

- Call statistics
 - Answered **10,143** calls
 - Made **1,815** calls
 - **542** hours of talk time
 - **483** new members
 - **294** primary REALTOR® members
 - **176** secondary REALTOR® members
 - **13** affiliates
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Professional Standards

- **12** Ethics cases completed
 - **4** Arbitration cases completed
 - **1** Professional Standards Committee/Grievance Committee Training completed
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