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C.A.R. IMPACT REPORT

A LOOK BACK AT A TRANSFORMATIVE YEAR.

OUR MISSION: YOUR SUCCESS



CALIFORNIA
ASSOCIATION
OF REALTORS®

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A MESSAGE FROM C.A.R. PRESIDENT MELANIE BARKER

Thank you for your membership with the CALIFORNIA ASSOCIATION OF REALTORS®.

C.A.R. is here to help you succeed in your business and career. We're committed to providing you with unparalleled value through our innovative tools, services, and educational offerings — whether you're a seasoned broker/agent or just starting out.

This C.A.R. Impact Report highlights just some of the ways in which we helped to ensure your continued success in 2023. If you use C.A.R.'s Standard Forms, you know that it's one of our most popular free member benefits. Through Lone Wolf Transactions zipForm Edition, you accessed an ecosystem of standard forms for the entire real estate transaction — from lead to close — that's modern and secure, thus giving you peace of mind. Not only did you utilize Standard Forms, you also received an entire suite of zipForm transactional products, including Digital Ink, zipTMS®, zipVault®, zipCommunityTM, zipForm®Mobile, zipForm, Record Connect®, MLS-Connect®, Forms Tutor®, sample legal letter templates, e-PUBs and much more... FREE as part of your C.A.R. membership.

C.A.R. Standard Forms alone cost non-members nearly \$1,500 for a basic package that doesn't include training and support for using zipForm, nor many of the transactional products listed above. We're thrilled you found these forms so useful in meeting your business objectives in 2023.

In addition to transactional support, C.A.R. helped protect you and your clients via our Legal Hotline, one of our most popular, free member benefits. Members spoke directly to C.A.R.'s attorneys and received free legal assistance on an array of real estate topics from attorneys who know the forms and the issues real estate professionals encounter. For larger issues that affected the real estate industry, the legal team held live webinars, such as the series we hosted last fall to help you understand the Buyer Representation Agreement and the continuing need for transparency with clients relating to broker compensation.

Part of C.A.R.'s mission is to always look toward the future and safeguard homeownership and the vitality of our industry. In 2023, C.A.R. advocated for you in Sacramento, actively monitoring and lobbying on legislation and regulatory actions in support of the real estate brokerage industry's interests, and housing and private property rights. C.A.R. worked throughout the year to develop solutions that improve the availability of affordable homeowners insurance in California so you can continue to conduct business and your clients can obtain insurance to purchase a home.

Finally, to help you show clients just how much value you bring to a real estate transaction and help you deal with shifting market conditions, C.A.R. introduced a specially created website called Smart Zone (smartzonecar.org). There, you'll find a wealth of information such as buyer agent resources; legal guides; insurance and training resources; coaching scripts; marketing, business, and legal tools; and much more. Read on to learn the many other ways that C.A.R. provided support, resources, and innovative solutions necessary for your success in 2023.

Sincerely,



Melanie Barker
C.A.R. President

C.A.R. MISSION

To shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.

2023 BY THE NUMBERS

Your success ranks as our #1 priority. Here's a glimpse at some stats from 2023 and how C.A.R. helped you all year long.

213K*

members strong, we're one of the largest trade associations in California.

\$10K

is the average amount each member saved through C.A.R.'s legislative actions!

1.6M+

successful uses of Digital Ink®-AuthentiSign and DocuSign® – your hard work paid off!

\$1,499

is how much you saved by using C.A.R. zipForm, a benefit only available to non-members through purchase. Also, your membership comes pre-loaded with additional perks including training, support, and other business products that only members like you can access. Talk about VIP!

600+

You had all access passes to 600+ virtual and in-person outreaches covering everything from market shifts to California's housing legislation to STEPS Toward Homeownership to the latest changes in fire insurance coverage. We tackled these and more tough issues together.

100%

We notched a 100% success rate for C.A.R. sponsored bills to promote your and consumers' best interests for housing in California!

72K+

Are you ready for this one? C.A.R.'s attorneys gave 72K+ legal opinions to members calling the Legal Hotline, which helped address your legal questions.

14K+

members took advantage of the free 45-CE course needed to renew their license. Member savings: \$53

*Membership count for 2023 was 213,806

STRONGER TOGETHER: NAVIGATING A DYNAMIC MARKET

As a REALTOR®, the work you do is anything but typical. Beyond earnings listings, conducting showings, and handling contracts, negotiations, and transactions, you're trusted leaders, committed consumer allies, and pillars of your communities. Here's how C.A.R. helped empower you to serve your clients in countless ways.

WILDFIRE INSURANCE COVERAGE

STAKEHOLDER MEETINGS.

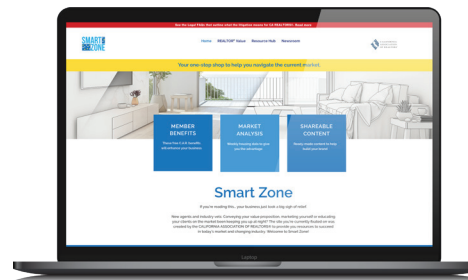
When insurance coverage became a crisis in California, jeopardizing escrows, C.A.R. sprang into action on multiple fronts. Our legislative team worked with the California insurance commissioner to find solutions and help you communicate with consumers. We also spearheaded a webinar with the commissioner, created a wildfire insurance toolkit with quick guides, FAQs, and shareable one-sheets, all to help you quickly address your clients' insurance questions.

WILDFIRE DISCLOSURE REPORTS.

We partnered with FortressFire to provide wildfire disclosure reports available via zipForm. The reports identify the specific vulnerabilities of a home, fuels that may cause a house to burn, and cost estimates to fix those vulnerabilities.

INDUSTRY LEADER TOWNHALLS AND REALTOR® RESILIENCY.

We hosted 21 Industry Leader Townhalls reaching over 800 brokers, office managers, risk managers and firm principals, and a Resiliency Townhall led by C.A.R. leadership to keep you closely informed on the challenges buffeting our industry. These townhalls also served as a platform for you to make your voice heard and share real time insights and best practices with fellow members.



REALTOR® VALUE

SMART ZONE.

Responding to the tough market, C.A.R. created a brand-new website called Smart Zone (www.smartzonecar.org) to help you convey your value to clients, educate your clients, and keep you up to date on the latest issues facing California real estate. We've heard from so many of you who've made it your go-to resource. Here's why it's been such a major hit!

On Smart Zone you'll find:

- Marketing tools using the popular “Who's Your REALTOR®?” tagline that you can use freely!
- Buyer's agent resources, including our popular Buyer Representation Forms guidance
- NAR litigation guidance
- 167 Things a REALTOR® Does for Clients — a document showing your value proposition to clients
- Downloadable infographics on topics such as interest rates through time, closing costs explained, and flood insurance facts for easy sharing
- Scripts by uber-coach Tom Ferry to help you navigate complex conversations
- Coach's Corner interviews with top industry coaches to help you overcome market setbacks and expand your earning potential
- Wellness and safety resources to keep you safe, healthy, and confident both mentally and physically

YOUR BUSINESS COMES FIRST: REALTOR® SUCCESS IN FOCUS

As co-pilots on your route to success, C.A.R. is always driven to meet your evolving needs. Here's a snapshot of how some of our most popular products helped you reach your business goals in 2023 by saving you time, money and energy!



Economic explainer videos. You want to know what's happening in brief and easy to access ways, and we delivered: We created **Real Quick**, a new **bimonthly video series** to provide you with valuable information about economic trends — all in under **2 minutes**.



Interactive tools. We launched **2 new dashboards** to the Interactive Reports on C.A.R.'s official website, car.org: **Purchasing Power Calculator** and **Tax Portability Calculator**, which you can use to decipher mortgage interest rates and potential tax savings for your clients.



The **REALTOR® Resiliency** course package. C.A.R. offered **3 free education classes** as part of a 3-in-1 package on topics covering non-traditional loans, unique mortgages, and using real estate data to make money. **Member savings: \$298**



Consumer Ad Campaign. We brought back your all-time favorite ad campaign: "**Who's Your REALTOR®?**". Besides new commercials airing all over California and talking about why REALTORS® are central to making homeownership possible, we launched a suite of "Who's Your REALTOR®?" marketing tools for you to personalize and use in your own marketing. To make finding all this easier, we created a new website called ShareU (shareuniversity.car.org).



REImagine! 7,200 of you took part in C.A.R.'s annual conference: **REImagine! Conference & Expo**, with access to **two free days** of sessions, hands-on training and networking. Oh yeah — there were a dance party, a trip to Disneyland, and a few other unique experiences.



On-Call Support. We were there on the other end of the line for you all year, as always, to support your transactions. Our Customer Contact Center took in **82K+** calls from our members on a wide variety of topics.

POLITICAL ADVOCACY: ADVANCING REALTOR® RIGHTS AND HOMEOWNERSHIP ACCESS FOR ALL



C.A.R. takes legislative and regulatory action at all levels of government on your behalf to save you and consumers thousands of dollars and protect your interests and needs. Our public policy work to build a brighter future for our industry takes place in Sacramento and all across the state. Here's how our efforts in 2023 promoted homeownership for all while helping you keep more money in your pocket.

3K

We actively monitored **3K** bills on issues affecting the policy concerns of REALTORS®, including private property rights, property taxes, and laws that affect transactions and landlords/tenants. Our legislative actions save you an average of \$10K annually!

100%

We scored a **100%** success rate for C.A.R.-sponsored bills that were either enacted into law or whose policy ideas were adopted including updated disclosure laws, access to homeownership protections, and education on preserving generational wealth.

100%

C.A.R.'s policy work includes opposing bills and regulations that would harm members and their clients and homeowners generally, and YOU are integral to that effort. In 2023, members contacted **100%** of the California Legislature in response to C.A.R. Red Alerts to defeat harmful bills.

5X

5X more C.A.R. members responded to C.A.R. Red Alerts on hot legislative issues compared to 2022.

\$200M

Through our advocacy efforts, we successfully helped keep **\$200M** in the state budget for the California Dream for All down payment assistance program.

\$3.5M+

Raised in voluntary contributions by the REALTOR® Party of California for the REALTOR® Action Fund to support candidates at all levels of government who align with C.A.R.'s mission.

2K+

The Center for California Real Estate (CCRE) partnered with the Davenport Institute, Pepperdine School of Public Policy to hold 2 CCRE Local Government Workshops where **2K+** of you registered for each and more than 560 of you received a professional certificate of completion. Online course value: \$1K+!

2K+

More than **2,200** California REALTORS® registered for C.A.R.'s Legislative Day events to meet with state legislators and staff to discuss the most important real estate issues to you and your clients.



IN THE LAW WE TRUST: PROTECTING YOU AND YOUR CLIENTS

Whether you accessed the Legal Hotline, Legal Q&As, Sample Letter Library, Legal Live Webinars or Legal Update outreaches by our attorneys, you took major actions in 2023 to help protect your clients and keep your business safe. Here's how you took advantage of C.A.R.'s most popular risk management tools and legal member services in 2023.

15K+

More than **15K** of you rolled up your sleeves to understand and apply the latest in real estate law to your business by attending C.A.R.'s **131** in-person **legal outreaches**.

22

Our **22 new Legal Quick Guides** helped you learn how real estate laws impact your business or transactions with convenience, speed, and ease!

740+

On timely topics such as new laws, standard forms, and mediation disputes, our **13 Legal Live Webinars** were a big hit, with average of **740+** of you registering for each webinar.

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AND... We won **3 major court cases** involving housing issues to remove barriers to increasing housing. Plus, we settled lawsuits with **9 California cities**, securing promises to change anti-housing policies and comply with state housing laws via C.A.R.'s nonprofit, Californians for Homeownership, which sues cities that fail to adequately plan for housing needs.

NATIONAL ASSOCIATION OF REALTORS® ANTITRUST LITIGATION



C.A.R. provided you with several **townhall sessions**, **Legal Quick Guides** and **Legal FAQs** on the NATIONAL ASSOCIATION OF REALTORS® *Burnett v. NAR et al.* judgment to keep you informed about the latest developments and their potential impacts to your business.



To accompany our **6 Buyer Representation Standard Forms**, we provided C.A.R.'s **Buyer Broker Agreement Training CE Course** for free to **7.5K+** members who signed up before the end of the year.



KEEPING YOU INFORMED: A LEADING VOICE IN THE INDUSTRY

You've got questions. We've got answers. Dishing out expert industry insights tops the list of what C.A.R. does best. We kept you in the know in 2023 about all the latest market changes and happenings in real estate so you could successfully advise your clients. Here's how!



11 newsletters. In addition to **California Real Estate® magazine**, C.A.R.'s official publication, our electronic newsletters including **All Voices, Broker Insights, C.A.R. Legal Tools, Industry Leaders, Market Matters, Newsline, President's Message, Realegal, Research Highlights, Transactions Today, and Virtual Advocate** empowered you with essential information to keep you one step ahead of your competition.



10 websites. Along with **car.org**, we also developed and managed several accompanying sites to give you round-the-clock access to tools and resources you need most.

- **C.A.R. Business Products** (store.car.org)
- **Californians for Homeownership** (caforhomes.org)
- **Center for California Real Estate** (ccre.us)
- **Champions of Home** (championsofhome.com)
- **Fair Housing** (fairhousingcalifornia.org)
- **Leadership EDGE*** (carleadershipedge.com)
- **REImagine!** (reimagineexpo.org)
- **Smart Zone*** (smartzonecar.org)
- **ShareU*** (shareuniversity.car.org)
- **WomanUp!®** (iamwomanup.com)

*New in 2023



100 free webinars. We covered topics such as down payment assistance zipForm, legal guidance and various tools and tips to help you succeed and keep you informed.



3+ podcasts. Our regular podcast series, **Housing Matters, Legal Matters** and **Unlocking California Politics**, gave you the latest economic, legal and legislative news for those of you always on the go.

CARING FOR CALIFORNIANS: MAKING A DIFFERENCE IN YOUR COMMUNITIES

Generosity comes in many forms. In the past year especially, our community exemplified how to give selflessly to those facing challenges, building on the long history REALTORS® and C.A.R. have of providing for their communities. Here are some of the ways we made a difference together in 2023.

\$447K+

Your contributions and our fundraising events such as the Fair Housing Day Bowling Tournament and Holiday Cooking with C.A.R.'s Officers raised **\$447K+** for C.A.R.'s **Housing Affordability Fund (HAF)** to further its mission to address the ongoing housing affordability challenges facing California.

\$2M

C.A.R. contributed an **additional \$500K** to **HAF's Pathway to Homeownership Closing Cost Assistance Grant Program** for eligible first-time California homebuyers from an underserved community, bringing the total to a whopping **\$2M** in grants for **208** California families since inception.

3.7K+

To help women step into leadership roles in real estate, we held **3 WomanUp!®** events including WomanUp!® Retreat, sessions at REImagine! and MeetUp at Inman for **500+** of you, and **3.7K+** registered for our Weekly WomanUp!® Live webinars.

\$77K+

We provided **\$77K+** in **sponsorship donations** to support multicultural industry partners such as the Asian Real Estate Association of America, California Association of Real Estate Brokers, National Hispanic Organization of Real Estate Associates, Women's Council of REALTORS® and LGBTQ+ Real Estate Alliance.

650+

Over **650** of you registered for our **Fair Housing Day** to discuss hot fair housing topics such as appraisal bias, rental housing discrimination, and working with differently abled clients to build a more inclusive and financially secure future for all.