



Strategic Plan

2019 ANNUAL STATUS REPORT

TABLE OF CONTENTS

1. Public Policy
2. Risk Management=Professionalism
3. Voice of Real Estate
4. National Association Influence
5. Local Association Outreach
6. Economic Public Policy
7. Business and Career Success
8. Broker Engagement

Public Policy

CORE GOAL

Public Policy in Virginia remains favorable to the practice of real estate and to property ownership.





Success rate on policies supported by Virginia REALTORS®

All six (100%) of the initiatives in the Virginia REALTORS® legislative agenda passed in the 2019 General Assembly Session . In addition, 71 of the 92 (77%) of the bills that the Virginia REALTORS® supported passed.



Failure of strongly opposed legislation

Virginia REALTORS® defeated 20 of the 21 bills that the Public Policy Committee opposed and successfully amended 25 of 25 bills to remove concerns.



Stated positions of Virginia Legislators incorporate and utilize Virginia REALTORS® and NAR documents and key points

Legislators initiated conversations with Virginia REALTORS® lobbyists on Association Health Plans, Evictions Issues, Tax Reform Issues, and other general real estate-related issues.



Members rate the value of Virginia REALTORS® legislative a 4.0 or better (on a 5 point scale)





Number of contacts initiated by legislators to Virginia REALTORS® lobbyists for non-fundraising purposes increases

This year, numerous legislators contacted Virginia REALTORS® prior to the introduction of bills related to renters insurance, POA issues, flood disclosure issues, eviction issues, and tax issues.



Regulatory agencies (e.g. DPOR, DHCD, DOH, DEQ, etc.) increasingly seek out Virginia REALTORS® input about prospective regulations

Virginia REALTORS® lobbyists are attending and helping draft amendments to the VREB regulations.



Election of a significant number of RPAC-supported incumbents and RPAC-supported challengers

For state legislative primaries on June 11, 2019, REALTOR®-endorsed candidates won in 11 of 13 races. In addition, we gave campaign services in three local races at the request of the Northern Virginia Association of REALTORS®; all three won.





Year-over-year increase in the percentage of members who contribute to and the local money raised for RPAC

Total RPAC Fundraising increased by 6.8% from year-end 2017 (\$972,061) to year-end 2018 (\$1,037,978). Total RPAC Participants increased by 3.8% from year-end 2017 (10,284) to year-end 2018 (10,670). For 2019, total RPAC Fundraising increased by 14.9% year-over-year from June 30, 2018 (\$444,077) to June 30, 2019 (\$510,268). Total RPAC Participants increased by 3.3% year-over-year from June 30, 2018 (3,629) to June 30, 2019 (3,749). Most local associations dues bill in the second half of the year, so 2019 numbers should substantially increase.

The number of opportunities created by Virginia REALTORS® for local association meetings with their legislators

These events included local REALTORS® attending in-district campaign events or town halls, as well as the individual Day-On-The-Hill visits in Richmond during the 2019 General Assembly Session.





Virginia REALTORS® introduces and supports reasonable laws and regulations that enhance licensee *professionalism*

One prime example enhancing professionalism is evident in the Virginia Consumer Protection Act. Virginia REALTORS® passed legislation to add unlicensed real estate activity to the Virginia Consumer Protection Act (HB 2218) to allow for greater consumer protection against this illegal activity. Under this legislation, entities could bring civil action against people participating in unlicensed activity.

Members rate the value of Virginia REALTORS® risk management services a 4.0 or better (on a 5 point scale)

Risk management services scored the highest on the most recent annual survey.

Ongoing growth in the number of people attending Virginia REALTORS® risk management education and utilizing risk management services to enhance *professionalism*

From 2017 to 2018, there was a 9.4% increase in the number of legal speaking engagements and a 3.7% increase in the number of hours taught. The number of engagements for 2019 is on track to nearly double those of 2018.



Voice of Real Estate

CORE GOAL

Position the Virginia REALTORS® and its members to be recognized as the “go-to” resource for real estate.





4.1

Members rate the usefulness of the statewide home sales data and analysis provided by the Virginia REALTORS® a 4.0 or better (on a 5 point scale).

With a 4.1, this member benefit received the second highest score on the annual member survey.



155%

Year-over-year growth in the media citations of Virginia REALTORS® or local association leaders as SMEs to include articles and/or op-eds.

With a more established marketing staff in place, we've been able to invest more time into building our media relations in all regions across the state.



National Association Influence

CORE GOAL

Virginia will maintain and expand leadership and influence in NAR policy formation.





Committee Appointments- 4 committee leadership positions (Chair or Vice Chair) each year

Virginia REALTORS® had 8 representatives in total—4 chair appointments and 4 vice chairs.



Virginia is selected as a participant in beta projects, outreach efforts, etc.

Virginia REALTORS® was selected to participate in the NRDS Assessment work group and continued to take part in RAMCO Beta Release Group testing.



Virginians are appointed to high-profile work groups and leadership positions

Four members received appointments to NAR Presidential Advisory Groups—1 chair appointment & 1 vice chair.



Local Association Outreach

CORE GOAL

Continue to offer programs and services that support the lawful and ethical practices of members.





Instances of Virginia REALTORS® assistance, visits, or attendance with local associations and use of Virginia REALTORS® products and services

Local Associations have hosted over 100 Virginia REALTORS® classes, educating over 2,000 members. We have assisted in six strategic planning sessions, several AE job searches and new AE Orientations, and processed more than one thousand member continuing educations credits. Over two-thirds of Local Associations took advantage of grant opportunities.



Improvements in an annual survey of AEs and local association presidents

Using the 2019 Local Association Survey as a baseline, 82% of respondents shared that they were satisfied or highly satisfied with the State Association and giving a score of 4.2 (or higher) out of 5 for each service or benefit scored.



Local association AE and officer attendance at Virginia REALTORS® events

Local Association Executives and Leadership continue to support and attend the state association events including working with our Government Relations Team to coordinate and attend Local Day on the Hill events at our Downtown Office.



Economic Public Policy

CORE GOAL

Build on Virginia REALTORS® advocacy position and expand its scope to economic public policy.





Use/citations of Virginia REALTORS® data

During the first year of providing Dr. Lisa Sturtevant's data to the public, her data and analyses have been cited in 34 reports across print, web, and broadcast platforms. Her housing market data has been cited by major outlets such as REALTOR.com, Virginia Business (two citations in 2019), and large-market news stations such as NBC 12 in Richmond.



Presentations on economic development, real estate, or housing issues

Presentations to six local associations; PMX: Spring Update presentation; served on a housing market panel sponsored by Richmond Times Dispatch



Tracking of these initiatives is scheduled to begin in the 2020-2021 time period

- Instances where Virginia REALTORS® data is provided for economic development
- Appointment of Virginia REALTORS® representatives to economic development groups
- Long term: when appropriate, communicate economic development "success stories" in which Virginia REALTORS® has played a clear and significant role



Business and Career Success

CORE GOAL

Increase emphasis on enhancing
REALTOR® business and career success.





Event Attendance

These numbers are a representation of in-person and virtual attendance at our events:

Annual Convention

Attendees in 2017: 619

Attendees in 2018: 697

Broker Event

Attendees in 2017: 124

Attendees in 2018: 142

Property Management Conference

Attendees in 2017: 294

Attendees in 2018: 244

E&A Summit

Attendees in 2018: 393

Attendees in 2019: 401

Downloads of relevant tools and information (digital metrics)

In October of 2018, the Marketing Team began tracking e-news statistics upon the implementation of the new strategic communications plan. While increased member engagement and feedback indicate a clear improvement in these communications, using the numbers listed below as a baseline for consistent future tracking will provide specific insight regarding the level of success.

Average Deliveries: 30,798

Average Opens: 7975

Average Open Rate: 25.5%

Average Clicks: 844

Average Click Through Rate: 2.8%

Average Click-to-Open Rate: 10.8%



Broker Engagement

CORE GOAL

Increase support and engagement with brokers.





Number of Virginia REALTORS® meetings held with brokerage firms

Beginning in March of 2019, association staff conducted three all-day brokerage meetings to learn more about what benefits and services are most impactful for our Broker members.



Broker requests for onsite firm programs

Interactions with brokerages continues to grow. Official numbers will be reported in 2020.



Virginia REALTORS® participation at local association broker events

Association staff have participated in six local broker events, educating and sharing information with over 200 brokers.





Broker attendance at meetings and events

This will reflect attendance from BrokerPlus 2020.



Downloads of broker tools and information (digital metrics)

The broker newsletter averages a 32% open rate and click through rates increased 7% in the first quarter since launch. Popular topics are the sales meeting kits, legal case studies, and risk management blogs.



Annual Survey Feedback

Broker responses indicate 62% were satisfied or highly satisfied with Broker Resources offered by Virginia REALTORS®. When asked to rate the broker newsletter and broker-specific resources on a 5 point scale, both scored 3.9.

