

**Talking Points:**

**Updated May 6, 2022**

**Association Goal Tracking**

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| **RPAC Fundraising** |
| 2022 Fundraising Goal: **$1,260,000** | Fundraising YTD: **$409,880** |
| **RPAC Participation** |
| 2022 Participation % Goal: **37%** | Participation % YTD: **8.55%** |
| 2022 Participants Goal: **13,852** | Participants YTD: **3,202** |
| **RPAC Major Investors** |
| 2022 Major Investor Goal: **374** | Major Investors YTD: **202** |
| **EDUCATION** |
| 2022 Member Engagement Goal: **6,631** | Member Engagement YTD: **3,730** **(56% of goal)** |
| Running NPS Score for Education: **77** |

2022 ANNUAL CONVENTION

* On June 7th, registration will open for Onward 2022: Virginia REALTORS® Annual Convention.
* This year’s convention will be held September 20-22, 2022, at the Richmond Marriott Downtown.
* Discounted Early-Bird Pricing ends on June 21, so be sure to register early.
* After two long years of navigating COVID, VAR is thrilled to announce that this year’s in-person event will feature A-list keynote speakers, CE, and plenty of opportunities to network and idea share.

2022 SUMMER SPEAKER SERIES

* Virginia REALTORS® is excited to announce an ALL-NEW Summer Speaker Series for 2022.
* This year’s three-part virtual event will be FREE to all members and will feature three highly sought-after speakers:
	+ JUNE 14th: Comedian & Motivational Speaker Micah “Bam Bamm” White
	+ JULY 12th: REALTOR® Safety Expert, “The Safety Lady,” Tracey Hawkins
	+ AUGUST 9th: Nationally Renowned Tech Expert Burton Kelso
* While there is no fee, **session playbacks will only be available to those who register prior to the event**. Playbacks will be available for a limited time on VAR’s Learning Center website.

VIRGINIA REALTORS® EXPANDS RESEARCH TEAM

* VAR’s Chief Economist Ryan Price recently welcomed two talented new Research Associates to our Research Team: Dominique Fair and Abel Opoku-Adjei.
* Fair brings a wealth of knowledge to the table—particularly in commercial real estate—from her years working for Costar. Opoku-Adjei’s own professional experience, paired with his degree in economics from Radford University, has garnered a valuable skillset in data analysis software.
* The team will continue with our current research efforts, while also seeking new ways to provide useful information for our members, for Virginia lawmakers, and for the media.

HEALTH INSURANCE LEGISLATIVE VICTORY

* On April 11, 2022, Governor Glenn Youngkin signed the Virginia REALTORS® health insurance legislation into law. This victory follows more than three years of intense efforts from the Virginia REALTORS® Government Relations Team.
* While the passage of this legislation may feel like the “final step” after so many years of effort, we would like to emphasize that this is, in fact, just the final step of phase one.
* The new law, which will go into effect on July 1, 2022, is the first step in a process of negotiating plans with potential insurance providers.
* To keep our membership updated, and to provide clarifications, Virginia REALTORS® has created a resource page dedicated to our health insurance initiative: <https://virginiarealtors.org/health-insurance-resources/>

This page will be updated as new information comes in, so be sure to check back regularly.

VAR 2023 COMMITTEES

* Do you know a REALTOR® looking to grow their leadership by volunteering at the state level? On May 2, applications for VAR’s 2023 committees will open, and we welcome all interested members to apply!
* Our committee opportunities offer something for everyone, whether their interests and skills lie in marketing, economic research, public policy, and MORE.
* Members can review ALL of our committees and submit applications by visiting: <https://virginiarealtors.org/about-us/our-team/committee-overview/>
* Help us spread the word about this valuable opportunity. Our members’ voices matter, and their input helps drive the association’s work.
* Applications close on **June 30, 2022**.

SKYSLOPE

* At the beginning of 2022, NAR stopped offering free membership to zipForm® as a member benefit. In response, Virginia REALTORS® now offers free membership to SkySlope Forms and DigiSign as a member benefit to all dues-paying members of our association.
* SkySlope is a well-respected, user-friendly forms platform that offers 24/7 technical support.
* Training webinars are being offered at various days and times over the next few months, and registration links are available on our SkySlope resource page: virginiarealtors.org/skyslope
* This resource page also has tutorial videos, FAQs, and contact information for technical support.

ECONOMIC IMPACT STUDY

* In 2021, Virginia REALTORS® published a new study, conducted in partnership with George Mason University, highlighting the incredible economic impacts of Virginia’s housing industry and demonstrating the vital role the housing sector played during the COVID-19 pandemic and economic recession.
	+ In 2020, the housing industry contributed nearly $52 billion to the state economy and supported more than 325,000 jobs.
	+ These impacts are due largely to the efforts of our advocacy team working with legislators to ensure the housing industry stayed OPEN for business in Virginia and the resiliency members in their efforts to pivot their business practices to follow new safety guidelines.
* In addition to our members and the media, this report was distributed to Virginia law makers to illustrate the important role our industry plays in the state economy, as well as in all local economies across Virginia.

ECONOMIC RESEARCH

* Information is power, so to help empower our members, Virginia REALTORS® has launched a new Research & Statistics section of the website, where members can find detailed data and analysis on Virginia’s housing market.
* As of 2021, Virginia REALTORS® is producing monthly state Home Sales Reports, as well as monthly reports for 9 local associations. Additionally, we are now producing quarterly Home Sales Reports for 18 local associations.
* In 2021, we launched our quarterly Commercial and Multifamily (Apartment) Market Reports.

ON-DEMAND LEARNING IN THE LEARNING CENTER

* Virginia REALTORS® is well aware that many of us are you “Zoomed out” on long virtual training classes? Want to learn something new in 30 minutes or less? Virginia REALTORS® is now offering on-demand learning sessions in our new Learning Center. These on-demand learning sessions are available to take ANYTIME, ANYWHERE.
* You can access the full catalog of on-demand sessions from our Learning Center homepage.

SPECIALIZED CERTIFICATION OFFERINGS

* Virginia REALTORS® has worked hard to expand the certification programs offered to our members, enhancing their business know-how.
* In 2022, Virginia REALTORS® will launch Broker Premier, our advanced broker certification.
* Much like PM Certified, the Broker Premier program will provide education specific to the field, helping our members to succeed as leaders, as REALTORS®, and as mentors.
* We have had great success with PM Certified, our new program designed specifically for Virginia property managers.
	+ Graduates of PM Certified complete over 30 hours of coursework specific to property management in the commonwealth.
	+ We have had a fantastic response from members about the program, especially given the ever-changing dynamics of property management amid the pandemic.

PROFESSIONAL STANDARDS CO-OP

* Virginia REALTORS® now offers all local associations the opportunity to participate in a Statewide Professional Standards Cooperative for the purpose of helping local associations meet their responsibilities to enforce the Code of Ethics.
* For locals that join this statewide cooperative, Virginia REALTORS® handles all Professional Standards matters, including Grievance Committee review, Hearing Panels, and Board Certifications.
* In 2021, 16 of Virginia’s 32 local associations are participating in our cooperative.
	+ We will be adding another two local associations to the Professional Standards Cooperative in 2022.