



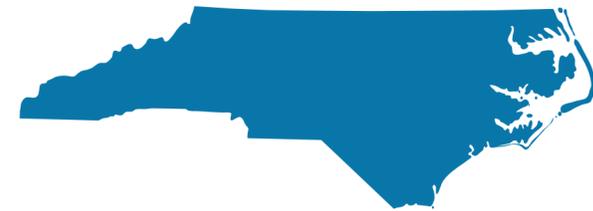
CEO REPORT

ANDREA BUSHNELL



57,000

MEMBERS STRONG



ADVOCATE

Aggressively advance real estate interests through advocacy, political action, and consumer and member engagement.

ADVOCATE | SUCCESS IN ACTION



BE THE VOICE OF REAL ESTATE

Established working relationships with 25+ state and major market newspaper, TV, Radio, and Magazine media outlets

Engaged with 30+ reporters on real estate issues

- Used state and local volunteer leadership spokespeople
- Supported by in-house communications specialist and external public relations consultants

ADVOCATE | SUCCESS IN ACTION



TRACKING 302 BILLS

that impact REALTORS® and real estate

ADVOCATE | SUCCESS IN ACTION



BIENNIUM PRIORITY LEGISLATIVE

- Remote Online Notarization - Enacted
- Housing Relief Funding & Changes - Enacted
- Landlord Tenant Changes - Enacted
- Budget Priorities - Enacted
- Orphan Roads Acceptance - Enacted
- Elevator Protections - Enacted
- Heirs Act - Passed through House
- Short Term Rental Protection - Passed through House
- “Bad Bills” - All Stopped

ADVOCATE | SUCCESS IN ACTION



BIG DEALS. BIG BUSINESS.

Participated in MIPIM and C5 Summit to bring commercial real estate investment to NC

mipim®

C5 SUMMIT **2022**
NEW YORK

ADVOCATE | SUCCESS IN ACTION



STATEWIDE ADVOCACY

Our Field GADs engaged in land use and property rights advocacy in multiple local jurisdictions, strengthening the culture of our advocacy efforts at the local level

ADVOCATE | SUCCESS IN ACTION



1ST HYBRID STATE OF REAL ESTATE

Engaged hundreds of NC REALTORS® and community leaders in important topics like the future of technology in real estate, market updates and sustainability



NC REALTORS®
STATE
of ★ ★ ★ ★ ★ ★
REAL ESTATE

ADVOCATE | SUCCESS IN ACTION



2022 PRESIDENTIAL ADVISORY GROUPS

- **Sustainability 3022 PAG** reviewed opportunities to advance sustainability practices in the real estate industry, for the association and for the public
- **State Political Coordinator PAG** working to review and revise the duties of the SPC program to advance our advocacy efforts

ADVOCATE | SUCCESS IN ACTION



2022 STATEWIDE PRIMARY ELECTION SUCCESS

- **91%** of NC REALTORS® PAC-supported candidates won their primary election bid
- **102** candidates supported from both political parties
- **84%** Success in Property Rights Fund primary candidates

ADVOCATE | SUCCESS IN ACTION



NC REALTORS® PAC UPDATE

As of October 10, 2022

- **\$1,221,186** raised (including soft dollars)
- **106.38%** of our \$1,148,000 goal
- **Triple Crown Goals**
 - » **Major Investors: 348 of 358**
 - » **President Circle Members: 71 of 36**
 - » **Participation: 34.43% of 35%**
(we only need 311 more \$15 investors)





ELEVATE

Promote professionalism,
successful business practices
and quality transactions.

ELEVATE | SUCCESS IN ACTION



3,400+ MEMBERS

members reached through
online professional programming



8,000+ HOURS

of professional
development offered



63 DESIGNEES

added to Graduate REALTOR
Institute (GRI) this year

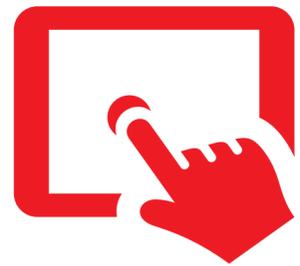
ELEVATE | SUCCESS IN ACTION



NEW ECLOSINGS IN NC COURSE

- 5 virtual classes and 1 in person class
(all classes sold out!)
- 550+ registered

ELEVATE | SUCCESS IN ACTION



1ST HYBRID CONVENTION

- 800+ attendees
- 130 first-time Attendees
- 10 hybrid sessions
- 6 roundtable discussion rooms

ELEVATE | SUCCESS IN ACTION



HUNDREDS OF LISTENERS TUNING IN

for our new Discussions on  Diversity segment
of NC REALTORS® REdefined Podcast

f 7,000+ MEMBERS ENGAGED

in Mobile Mondays & Diversity
Community Facebook Groups

ELEVATE | SUCCESS IN ACTION



PROFESSIONAL DEVELOPMENT PARTNERSHIPS

- NC REALTORS® Appraisal Section
- NC REALTORS® Property Management Division (PMD)
- NC REALTORS® Housing Foundation
- Local Associations
- NC Secretary of State's Office
- Freddie Mac
- REALTORS® Property Resource
- National Association of REALTORS®
- NC Home Inspector Licensure Board
- North Carolina Housing Finance Agency

ELEVATE | SUCCESS IN ACTION



FAIR HOUSING ACADEMY

launched in April of 2022 to help BICs facilitate Fair Housing training

- 8 videos
- 3.5 hours of training
- 2 workbooks
- 7 Fair Housing experts



ENGAGE

Provide value through relevant solutions to meet the needs and challenges of members.

ENGAGE | SUCCESS IN ACTION



CONDUCTED A MEMBER SATISFACTION SURVEY

to gather data to better understand what members value and need in their business

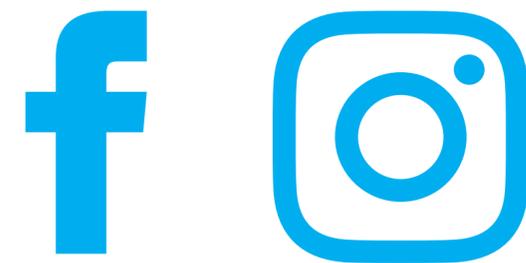
- **2,073 members responded giving us a confidence level of 99%**

ENGAGE | SUCCESS IN ACTION



CONTINUE TO INCREASE GROWTH AND REACH ON NC REALTORS® FACEBOOK & INSTAGRAM

- **+356% growth in accounts reached on Instagram** after implementing more Reels
- **8.8% engagement rate**, far exceeding any industry standards



ENGAGE | SUCCESS IN ACTION



SUPPORTING OUR KEY CONSTITUENCIES

- Advocated for NC REALTORS® Appraisal Section
- Launched new Property Management Professional Series to bring a variety of educational opportunities for property managers (sponsored by PMD)

ENGAGE | SUCCESS IN ACTION



HEALTH BENEFITS FOR NC REALTORS® — FINALLY!

~~After years of research and advocacy work, NC REALTORS® can finally offer an alternative to the ACA exchange and private insurance for members. The NC REALTORS® Health Benefits Center launched in 2021 and now provides independent contractors and sole business owners an opportunity to take control of and save on healthcare expenses.~~





IMPACT

Build vibrant, diverse communities and enhance the quality of life in North Carolina.

IMPACT | SUCCESS IN ACTION



\$500,000 DONATED

to support the REALTOR Relief Foundation from the end of 2020 – 2021 (this donation is inclusive of the NC REALTORS® Foundation donation of \$100,000)

IMPACT | SUCCESS IN ACTION



\$20,000 IN GRANTS

received for NC REALTORS® Housing Foundation
Down Payment Assistance Program



\$30,000

in Down Payment Assistance Grants awarded

IMPACT | SUCCESS IN ACTION



**8 LOCAL ASSOCIATIONS
AWARDED \$19,000**

in Matching Grants for supporting
local housing initiatives

IMPACT | SUCCESS IN ACTION



**NC REALTORS® GIVES BACK JOINED
NAR'S REALTOR® VOLUNTEER DAYS**

for a full week of impact in June



IMPACT | SUCCESS IN ACTION



FAIR HOUSING MONTH MEDIA CAMPAIGN

This year, we increased our member outreach and added a public media campaign for the first time

IMPACT | SUCCESS IN ACTION



MEMBER OUTREACH

- **Launched the Fair Housing Academy**, a training program and video series to support Brokers-In-Charge
- **Hosted virtual Fair Housing discussions** on Mobile Monday, BIC Talks webinar and podcast
- 15,000+ accounts reached with Fair Housing Month posts on Facebook & Instagram

IMPACT | SUCCESS IN ACTION



PUBLIC MEDIA CAMPAIGN

Media Delivered to:

- Statewide general audience radio
- Statewide African-American radio
- Hispanic Radio
- Statewide African-American newspapers
- Major market general audience newspaper
- Extensive web video broadcast
- Op-ed and talk radio live interviews with President Wendy Harris



CEO REPORT

ANDREA BUSHNELL