

SMAR
Southern Maryland Association
of REALTORS®



**SMAR is your
SOURCE**
to support your real estate business.



Report to the Membership

October 3, 2017

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SMAR Vision
We are the leading resource for our members and the consumer.

Establish and maintain a documented broker engagement plan

- Meet with 20-25 brokers in each county
- Individual face to face meetings with brokers
- Determine the gaps in services in order to create business partnerships with brokers
- Determine what the partnership and next steps are will look like
- Create "newbie agent" class track to help brokers get agents up to speed

SMAR Mission
We advocate for property rights and serve with competency, integrity and professionalism.

Maintain financial health to continue to provide relevant services to members

Have a robust volunteer corps

- Modify investment strategy
- Expand affiliate membership
- Financial budget review
- Reduction of budget by 4%
- Identify the "why" of current volunteers
- Understand the barriers to volunteering
- Identify benefits of volunteering
- Review current policy / bylaws

Our Core Values: Forward Thinking | Transparent | Integrity | Open-minded | Accountable

Your Dues at Work

NAR, Maryland REALTORS, SMAR

- ❑ Standardized Real Estate Forms reviewed by Legal Council
- ❑ Forms Software (DotLoop Premium - \$348 annual value & ZipForms Plus - \$199 annual value)
- ❑ MRIS (a Bright MLS) Discount - \$360 annual savings
- ❑ Advocacy (monitoring Real Estate Legislative Issues for starters)
- ❑ MAR Legal Hotline - \$250 annual value (based on 2 hours of attorney time at \$125 per hour)
- ❑ Ombudsman, Mediation & Professional Standards Services
- ❑ REALTORS® Property Resource (RPR)

Giving Back to Our Community

- ❑ Community Affairs Committee:
 - ❑ Secret Santa – Delivered gifts to 187 Seniors at 9 locals
 - ❑ Food and Coat Drive – 220 coats collected on 2016
 - ❑ Science Fair Scholarships - \$750 to 1st Place winners at all three counties
 - ❑ Essay & Poster Contest to Promote Fair Housing
 - ❑ Bras/Drawers Fund with YPN - Message of Hope Cancer Fund, raised \$9,000 in 2016 **Attend the October 5, 2017 event!**
 - ❑ 2016 Winner Maryland REALTORS Community Action and REALTOR Excellence Award with \$9,000 prize distributed to 8 Southern MD charities
- ❑ YPN: donated \$1,000 from event proceeds to Christmas in April, rehabbed 1 house in 2016, 2 in 2017

Source:

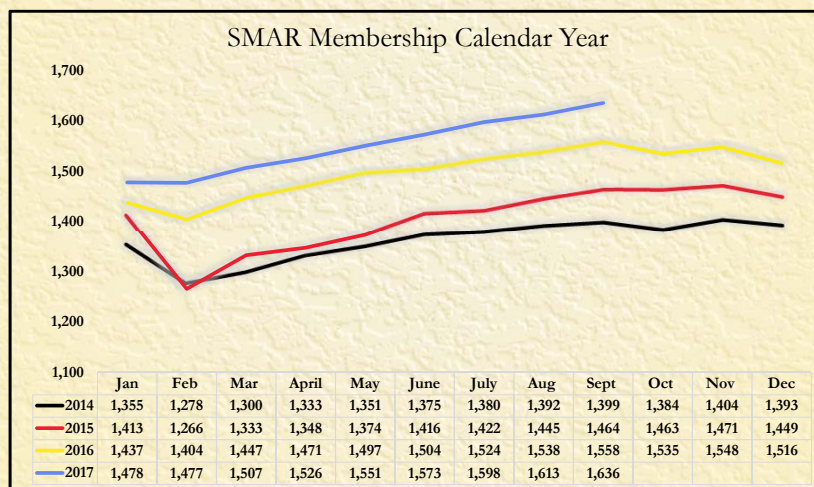
<http://southernmarylandrealtors.org/CommunityInvolvement#tabs-82>

ACCOMPLISHMENTS

SMAR Team Accomplishments – Board of Directors, Committee Chairs and staff:

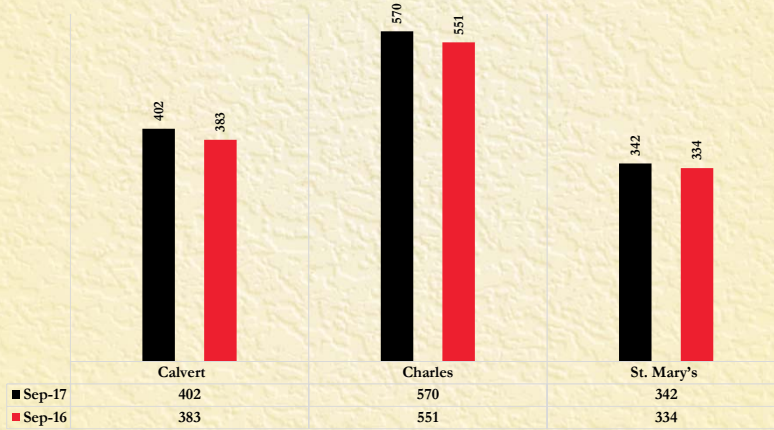
- Membership increase from 1,478 to 1,636 maintaining continued growth since 2014; increase in Affiliate members
- SMAR Strategic Plan updated and adopted, including revised Vision and Mission Statements; new Communications Plan
- Successful transition to MRIS/ Bright MS consolidation; maintaining stock dividends from SMAR's foresight to invest in MRIS
- SMAR Financial Investment Policy adopted, followed by retention of Financial Adviser to obtain greater returns from investment accounts
- REALTOR Center building maintenance - new HVAC unit, new lighting, parking lot re-surfaced
- New SMAR web site, including better secured web site software and new cloud based service and backup
- Theresa Kuhns, Government Affairs Director (GAD):
 - Developed community partners from active engagement in 2016 Charles County Comprehensive Plan and Water Conservation District Zoning; continuing partners with Chambers of Commerce
 - SMAR membership on Charles County Military Alliance Council, Charles County Economic Development Advisory Board, St. Mary's County Impact Fee Committee, Calvert County and St. Mary's counties Sign Ordinance committees
- Membership/customer service maintained with new hires - Education Director, SentiLock Administrator/Receptionist

Membership Calendar Year



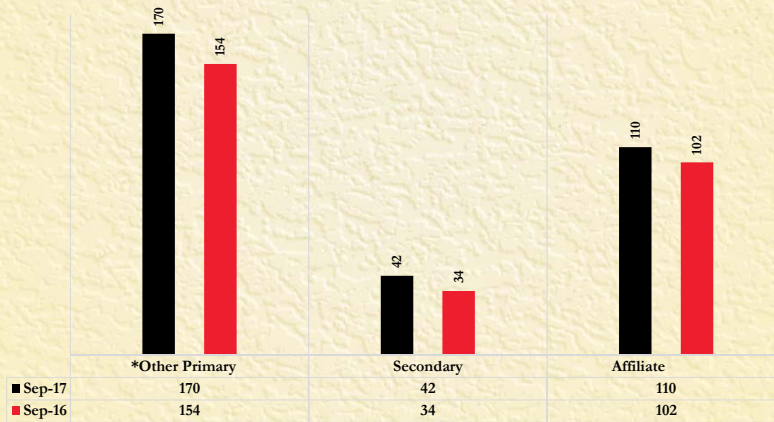
Membership Location As September 30, 2017

MEMBER LOCATION



Member Type As of September 30, 2017

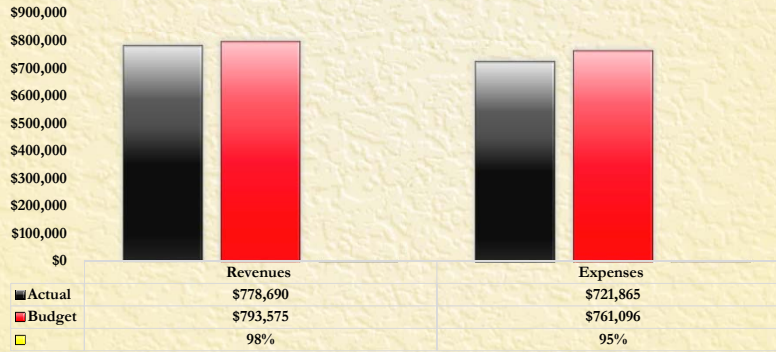
MEMBERSHIP TYPE



FY 17 Budget Status

July 1, 2016-June 30, 2017

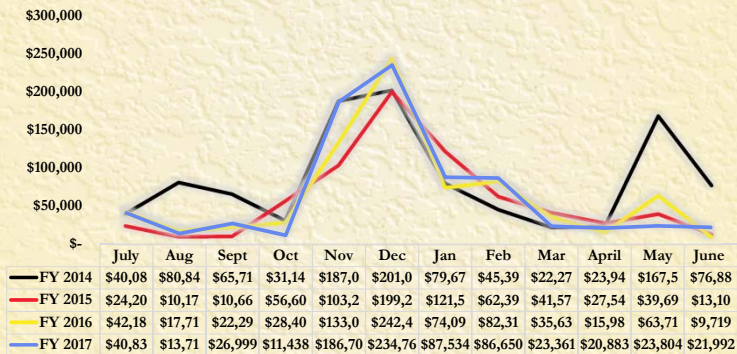
FY 17 Status



Budget Performance

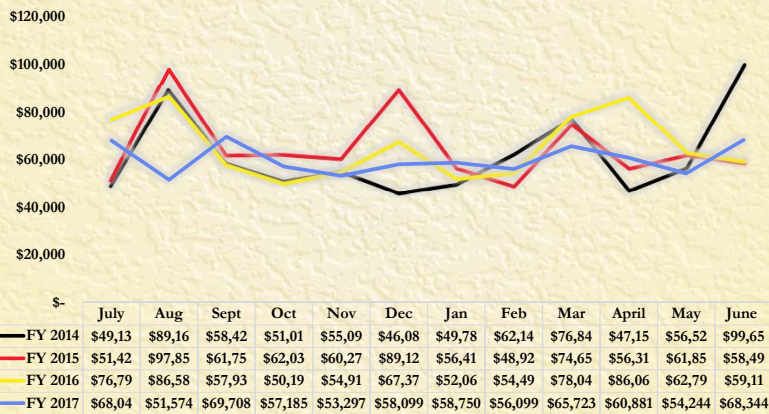
FY 14-FY 17

SMAR Revenues FY14-FY17

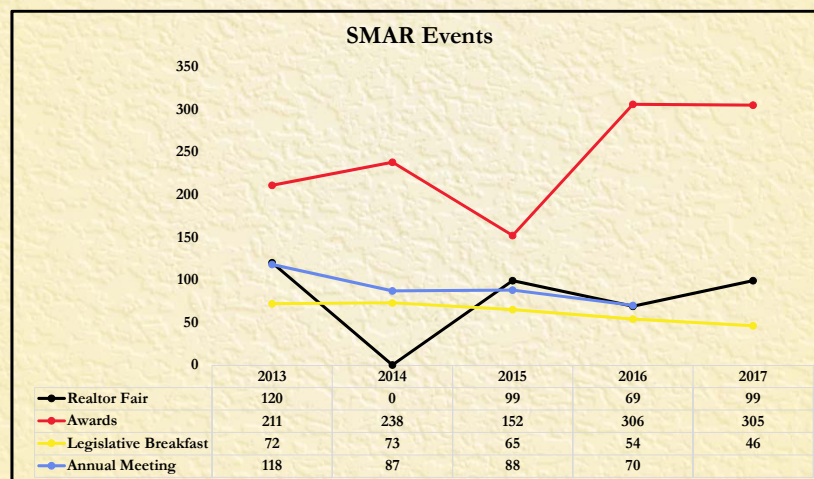


Budget Performance FY 14-FY 17

SMAR Expenses FY14-FY17



SMAR Events



The Way Forward

2018 NAR Strategic Priorities

Define measurable increases in professionalism

- Define what can be measured by increasing professionalism
- Further separate the REALTOR® from the real estate license in the consumer's mind
- Recognize those who seek out education and get involved in the industry

Increase influence in an uncertain legislative, regulatory and political environment

- Get more members to understand the connection between getting involved in advocacy and sustaining their business
- Further tap the power of the consumer in advocacy efforts
- Start influencing other issues that impact real estate, in areas like technology
- Partner more with other organizations to broaden influence
- Continue our path of increasing homeownership percentages, preserving the tax incentives on real estate and preserving the federal guarantee on mortgages

Take the management of real estate data to the next level

- Competition and the demand for more data and analysis is forcing the management of real estate data to evolve
- We must look at all the options - changing the business model, partnering, consolidating, etc.
- Continue to educate the REALTOR® on how to interpret and communicate the data to strengthen the value proposition of the REALTOR® with consumers

Ensure the role of the REALTOR® is essential to the consumer

- Consumers need a trusted advisor even as technology gives them access to more information
- REALTOR® must be relevant before, during and after the transaction

Overarching concerns that exist are the ongoing struggle with governance and the sustainability of the association, real estate and our communities.



The Way Forward

2018 Key Messages to Communicate



What's Next

- Are we ready for what's next?
- Are we focused on what's next?
- Do we know what is changing and coming up next in our business, association and industry?

Respect for all

- Respect for our local and state associations
- Respect for the partnership opportunities
- Respect for the diverse membership

It's time to say, "Why not?"

- We need to be impatient optimists
- We can choose to do nothing or choose to be innovative
- We need to come from a place of opportunity not fear
- There are consequences of inaction

Pride in being the best

- Advocacy strengths
- Investments and member benefits
- Dedicated and committed membership

There are places we need to be better

- We can do a better job communicating with our members about relevant industry issues
- We can do a better job expressing the value of belonging to our association
- We need to do better explaining to the public why REALTORS® are essential to consumers

We are the most powerful when we are unified

- Unified around goals and visions
- Unified among all our entities and partners
- Unified around the future

Embrace our new CEO

- A new CEO brings new ideas
- A new CEO brings a new vision
- A new CEO brings new opportunities

Change our Lexicon

- We and Us
- Are we committed to a sustainable future?
- Lead and move forward