

# ANNUAL REPORT & STRATEGIC PLAN UPDATE

2020



# ADVOCATE

## CORE GOAL:

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



## BE THE VOICE OF REAL ESTATE

---



### SUCCESSFULLY LOBBIED

Governor to designate real estate as an essential business

# 50+

### VIRTUAL MEETINGS

with elected officials at the federal and state levels



### SUCCESSFULLY PASSED

legislation to enable remote closings

### WORKING TO CONTAIN INSURANCE COSTS

as a direct benefit to all homeowners

## STRENGTHEN THE CULTURE OF ADVOCACY AMONG ALL LOCAL ASSOCIATIONS AND MEMBERS

---

# 100%

Field GAD support at all local associations in NC

## ENHANCE MEMBER POLITICAL AWARENESS THROUGH EDUCATION AND COMMUNICATION

---



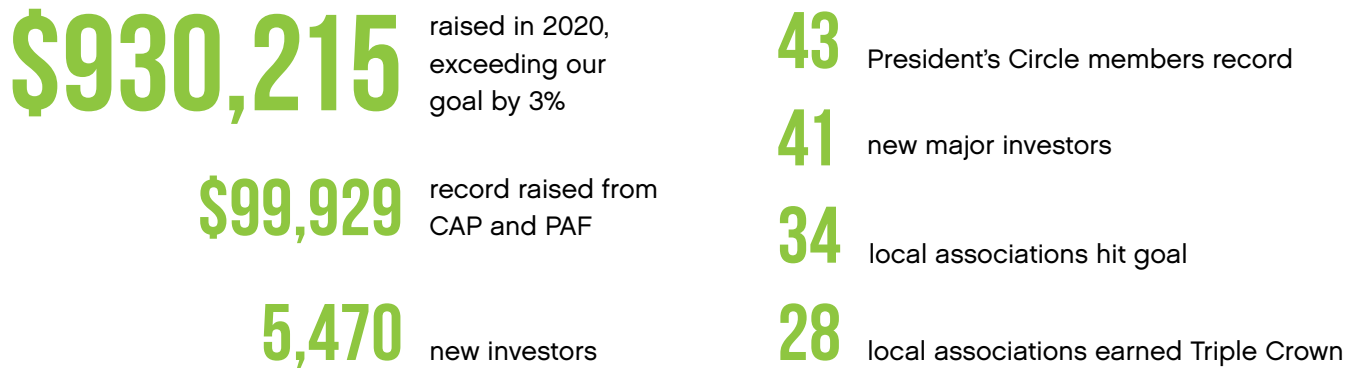
### UTILIZED WEBSITE AND SOCIAL MEDIA

to engage members

## STRIVE FOR FULL MEMBERSHIP INVESTMENT IN RPAC AND/OR CORPORATE ALLY PROGRAM

---

Despite the pandemic, 2020 was the most successful fundraising year in NC REALTORS® history. We had more investors than ever and broke several records.



## PROMOTE JOB GROWTH AND ECONOMIC DEVELOPMENT

---



### SUPPORTED THE FUNDING AND ACTIVITIES

of the Economic Development Partnership of North Carolina (EDPNC)



### ENCOURAGED INCENTIVE PROGRAMS

to attract businesses and support programs designed to spread economic development to all areas of the state, especially rural and low-wealth areas

## ELIMINATE BARRIERS TO HOUSING AVAILABILITY

---



### HOSTED THE STATE OF REAL ESTATE

to discuss housing supply and affordability with record participants



### DIVERSITY AND INCLUSION STATEMENT

affirmed our commitment to treating all consumers fairly

# ELEVATE

## CORE GOAL:

Promote professionalism, successful business practices and quality transactions.



### REVAMP PROFESSIONAL DEVELOPMENT TO MAXIMIZE RELEVANCY AND REACH

**13,298 HOURS** 

of free and discounted professional development through virtual and online formats

**2,700% INCREASE** in participation in Online NAR & Affiliate Courses

**10% INCREASE** in GRI Graduates

### DEPLOY INTERACTIVE, PRACTICAL RISK MANAGEMENT TOOLS AND RESOURCES

**5,754**

LEGAL HOTLINE QUESTIONS

2 COVID  
ADDENDUMS



added to Standards Forms

### ENHANCE OPPORTUNITIES TO EXCHANGE INFORMATION AND KNOWLEDGE WITH AND AMONG MEMBERS

**42**  

virtual webinars & courses offered

**BEGAN WORK WITH THE DIVERSITY MOVEMENT**

to equip members with tools to conduct business without discrimination



**4** virtual events with  
**1,000+** attendees

Received a record number of applicants for

**CONVENTION MENTOR AND SCHOLARSHIP PROGRAM**

# ENGAGE

## CORE GOAL:

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



### ADDRESS THE NEEDS OF BICS, COMMERCIAL PRACTITIONERS, AND OTHER KEY CONSTITUENCIES



#### FACILITATED WEBINAR DISCUSSIONS

with BICS, Property Managers & Vacation Rental Managers on COVID-related issues



**135** NEW PMD MEMBERS

joined and received important guidance for managing properties during COVID-19

### INCREASE AWARENESS AND USE OF STATE ASSOCIATION BENEFITS THROUGHOUT THE LIFETIME OF MEMBERSHIP

**25** STATUS UPDATES

to members on COVID-related information & resources



**130%** INCREASE

in likes, comments & shares on social media

**7** STATE & LOCAL ASSOCIATIONS

consulted with on creating or growing diversity programming

### CULTIVATE CURRENT AND FUTURE LEADERS TO ENSURE THE LONG-TERM SUSTAINABILITY OF OUR ASSOCIATION

#### BEGAN WORK WITH THE DIVERSITY MOVEMENT



to create comprehensive Diversity, Equity and Inclusion training for leaders and staff

**12**

Leadership Academy participants

# IMPACT

## CORE GOAL:

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



### DEMONSTRATE THE INTEGRAL ROLE OF REALTORS®

---

#### UTILIZED SOCIAL MEDIA CAMPAIGNS

on Facebook and Instagram to profile members and support member perspectives on current issues

### SUPPORT EQUAL OPPORTUNITIES FOR HOME OWNERSHIP

---



**226 FAMILIES IN 65 COUNTIES**  
received assistance for rent and mortgage support during COVID-19

Affirmed our commitment to equal opportunities for homeownership through the adoption of a



**DIVERSITY & INCLUSION STATEMENT**

### CHAMPION THE COMMUNITY-FOCUSED INITIATIVES OF THE HOUSING FOUNDATION

---

**\$84,314**

raised through fundraising efforts

 **60+**

Workforce Housing Specialists certified

### SPOTLIGHT HOW REALTORS® SERVE AND STRENGTHEN THEIR COMMUNITIES

---



#### 9 LOCAL ASSOCIATIONS

supported NC REALTORS® Gives Back Day and shared their work on social media channels

**NC REALTORS®**

4511 Weybridge Lane, Greensboro, NC 27407

336.294.1415 | [ncrealtors.org](http://ncrealtors.org)

