

2016 ANNUAL REPORT

SANTA CLARA COUNTY ASSOCIATION OF REALTORS®



1651





2016 ANNUAL REPORT

TABLE OF CONTENTS

Letter from the CEO	4
Strategic Plan / Board of Directors.....	5
Committees / Task Forces	6
Financial Information	7
Member Events	8
Membership Services.....	9-10
Communications	11
YPN	12
Foundation	13
Awards and Recognition	14

LETTER FROM THE CEO

2016 was a very special year for the Santa Clara County Association of REALTORS® (SCCAOR). It marked our 120th year anniversary. SCCAOR predates almost all other Associations in the state including the California Association of REALTORS®. Our celebratory year kicked off with our January Inauguration and concluded at our Holiday Member Celebration in December.

We continued with our commitment to “Organizational Excellence” as outlined in our Strategic Plan with a complete overhaul of our membership department and REALTOR® store. Members have loved the new open format and the new look of the store. Now our entire membership team and many of our offices face the front door so every member gets properly greeted. The layout has also allowed members better access to staff.

This year we also did a comprehensive analysis of how staff resources were being allocated. We looked at every major event that we produce and graded it against staff resources needed and whether or not it was consistent with our Strategic Plan. Through this process, it was determined that we needed to allocate budget for an additional fulltime Membership Coordinator to adequately serve our membership. The results were hard to dispute – we increased membership by 3.5% to 6,013 members.

We also analyzed the volunteer’s time and the results that were being produced via our standing committees. The findings were clear – we needed to reduce the number of standing committees and rely more on task forces and quick action teams. The committee restructuring led us to do a much needed clean up of our Bylaws which the members passed unanimously at our November General Membership meeting.

On the technology side, we launched a revamped SCCAOR.com and a mobile app for our SCCAOR Convention. The site is mobile optimized and much easier to navigate. The most frequently asked questions are easily accessible on our home page. The app for our Convention and Trade Show really took our event to another level. It allowed attendees to view speaker’s bios and receive presentation materials. Attendees were also provided with up to the minute updates through their phone. Ultimately this eliminated the need for a paper program.



Based on member feedback, we added three new tours this year. Evergreen, Gilroy, and MBS (Milpitas, Berryessa, and Santa Clara) were added as new options to MLSListings.

2016 was an election year so it was a very active year for Government Affairs. We supported candidates that value private property rights and who were supportive of our positions. We worked with the Silicon Valley Chamber to block a “Gross Receipts” ballot measure that would have added thousands of dollars in expenses to the average transaction.

Congratulations to our Director of Communications, Events & Education, Hilda Ramirez, for being asked to serve on the Advisory Committee for REBAC. We are also very proud of our Global Investment Council. In just their second year of existence, they were honored by NAR with their Gold Achievement Award.

We have a great team here at SCCAOR that works tirelessly on behalf of the members. I am grateful and humbled for the opportunity to lead this organization.

Thank you,

A handwritten signature in black ink, appearing to read "Neil Collins".

Neil Collins, Chief Executive Officer

STRATEGIC PLAN

MISSION STATEMENT

The Santa Clara County Association of REALTORS® (SCCAOR) exists to meet the business, professional and political needs of its members and to promote and to protect private property rights.

VISION STATEMENT

To be the most credible resource for real estate related issues in the markets we serve.

Membership Services & Satisfaction

Engaging our members and providing them the resources and opportunities to improve their business.

Strategies

1. Make SCCAOR the recognized local resource for global real estate and multi-cultural clients.
2. Communicate with a unique voice and message across e-mail & social media platforms.
3. Maintain a productive and responsive relationship through face to face connections with our members.
4. Replace underperforming programs with updated programs that better fit the needs of an ever-changing market place.

Advocacy for REALTORS® & Property Owners

Energize our members and their clients to actively participate in government affairs that affect private property rights, homeownership, and the real estate profession as a whole.

Strategies

1. Clarify the role that SCCAOR plays in protecting private property rights and homeownership in the eyes of our members and the general public.
2. Provide the opportunity for our members and their clients to engage with elected officials and candidates.
3. Encourage and support members to obtain appointed or elected positions.

Education & Professional Development

Provide members the means to attain a minimum standard of excellence by developing core competencies and providing business specialty training.

Strategies

1. Establish minimum standards for our membership in order to abrogate bad business practices.
2. Provide members with resources and opportunities to develop core competencies expand their business opportunities.

Public & Community Relations

Increasing the public's understanding of the value and contribution of REALTORS® within our communities.

Strategies

1. Personalize the relationship of the REALTOR® to the consumer.
2. Develop partnerships with other common interest organizations.
3. Promote real estate as a good career.
4. Provide valuable homeownership resources to the consumer.
5. Positively impacting our communities through the goodwill of our members.

Organizational Excellence

Maximize our member's investments to deliver "remarkable" service & programs.

Strategies

1. Develop strong leadership that represents us at the local, state, & national levels.
2. SCCAOR shall be a visible industry leader in the region.
3. Expand marketshare and relevancy in our target markets.
4. Run an efficient and high performing organization.

2016 OFFICERS



Trisha Motter
President



Rick Smith
President-Elect



Kevin Cole
Vice President



Mike D'Ambrosio
Treasurer

2016 BOARD OF DIRECTORS



Matthew Bowen



Michael Bui



William Chea



Brad Gill



Craig Gorman



Doug Goss



Anne Hansen



Sandy Jamison



Don Jessup



Michelle Lin



Carl San Miguel



Tung Nguyen



Nicholas Pham



Stephen Theard



Myron Von Raesfeld

COMMITTEES & TASK FORCES

The **Affiliate Committee** consists of members who are from different sectors of the real estate industry. Together, they collaborate to come up with innovative ideas that will add value to the real estate community. The committee personally calls and welcomes all new REALTOR® members. They also host a monthly Brunch and Learn event for REALTOR® members.

The **Budget and Finance Committee** reviews SCCAOR's budgets and ensures the financial success of the Association. Committee members must have expertise in the accounting and finance field or knowledge of REALTOR® Association's standards.

The **Santa Clara County REALTORS® Foundation** is comprised of REALTORS® and Affiliates who raise money through various real estate industry events to offer direct assistance where it is most needed in the community and to support housing issues over the long term.

The **Grievance Committee** evaluates all disciplinary complaints alleging violations of the Articles of the National Association of REALTORS® Code of Ethics. The Committee can issue a citation under certain criteria or forward the complaint to a Professional Standards Hearing. It does not determine a member's guilt or innocence.

The **Local Candidate Recommendation Committee** (LCRC) ensures SCCAOR's members voice is heard by elected officials. This committee is also tasked with interviewing and evaluating candidates. Through this process they recommend endorsements to the Board of Directors of those candidates that understand REALTOR® issues of private property and homeownership rights.

The **Local Government Relations** (LGR) Committee educates members and the public on property rights and real estate issues. The committee reviews proposed ordinances and makes recommendations to the Board of Directors to take positions that are in our members best interest.

The **Ombudsman Committee** is made up of neutral, professionally trained members that try to bring parties together before a dispute escalates. An Ombudsman can help the parties open up the avenues of communication. The Ombudsman can speak to both parties and offer solutions to help the parties solve their problems. He or she will not answer legal questions.

The **Professional Standards Committee** adjudicates and arbitrates code of ethics complaints between members and the general public and members. Three years of experience on the Grievance Committee is required prior to being eligible to serve on the Professional Standards Committee.

The **Special Events Committee** assists staff with planning and organizing member appreciation events such as: Baseball Night, SCCAOR BBQ, and the Holiday Celebration. They also assist on the planning and promotion of our Annual Convention and Trade Show.

The **Young Professionals Network** is geared towards those 'Young' in the business and helping them to develop the skills, knowledge and expertise to be a successful REALTOR®.

Learn more at www.sccaor.com/getinvolved

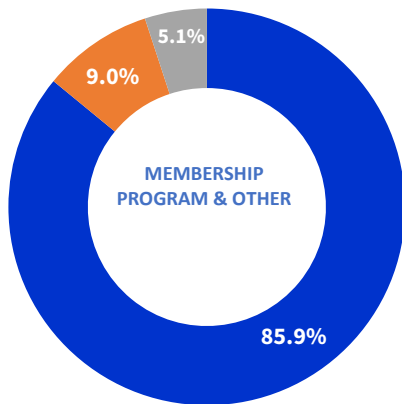


FINANCIAL INFORMATION

FINANCIAL HIGHLIGHTS (JANUARY 1- DECEMBER 31, 2016)

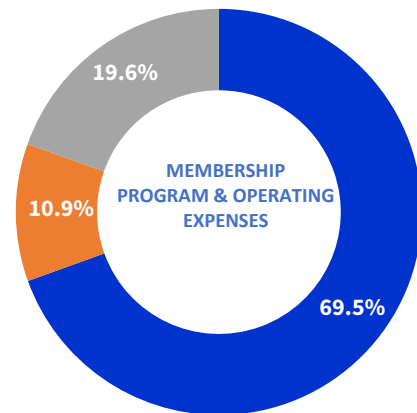
Revenue

Dues and Fees	\$ 2,597,587
Activities	272,109
Other	152,911
Total Revenues (*)	\$ 3,022,607



Expenses

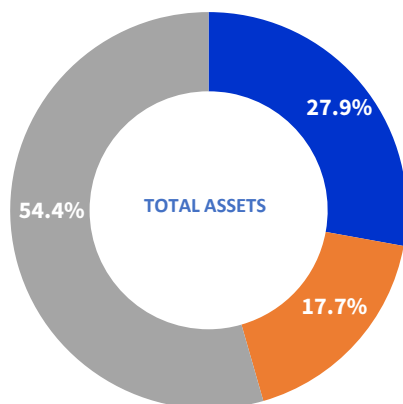
Program Expenses	\$ 2,046,794
Management	322,253
General	576,565
Total Expenses	\$ 2,945,612



STATEMENT OF FINANCIAL POSITION (DECEMBER 31, 2016)

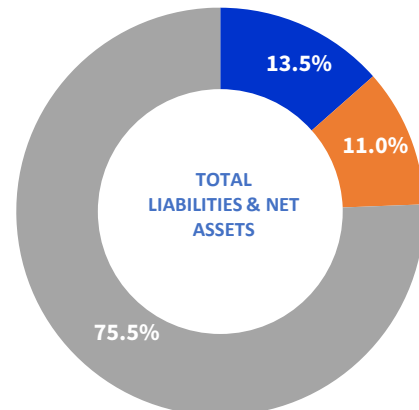
Assets

Current Assets	\$ 2,069,194
Long Term Assets	1,309,794
Property & Equipment	4,040,010
Total Assets	\$ 7,418,998



Liabilities

Current Liabilities	\$ 998,566
Long Term Liabilities	814,951
Net Assets	5,605,481
Total Liabilities & Net Assets	\$ 7,418,998



NOTES:

* Revenue does not include gain/loss from MLS Investment to reflect SCCAOR operating performance

MEMBER EVENTS



INSTALLATION: SCCAOR celebrated its 120th anniversary and installed its new President Trisha Motter and the organization's entire 2016 Board of Directors at the Fairmont Hotel in an evening ceremony featuring dinner, dancing and entertainment. SCCAOR also installed Officers Rick Smith (President-Elect), Kevin Cole (Vice President), and Mike D'Ambrosio (Treasurer).

MEMBER APPRECIATION BASEBALL GAME: Around 300 SCCAOR Members came out for a night of food, drinks, and baseball. This yearly event is always a big hit, and this year was no exception. After enjoying a pre-game tailgate, our members watched SCCAOR President Trisha Motter throw out the first pitch at the San Jose Giants game.



GOLF TOURNAMENT: Over 150 Golfers turned out to Cinnabar Hills Golf Club for our 63rd Annual Golf Tournament. After the tournament concluded, the participants enjoyed a silent auction and dinner followed by a raffle. All proceeds raised during the day went to the Santa Clara County REALTORS® Foundation.

GENERAL MEMBERSHIP MEETINGS: Our February Membership Meeting featured San Jose Mayor Sam Liccardo, who provided an update on housing related issues. In June, Move, Inc.'s Chief Economist Jonathan Smoke provided insights on the local real estate market. In November, Congresswoman Zoe Lofgren gave an update on national issues and how they are impacting our members locally.



MEMBER APPRECIATION BBQ: 2016's Member Appreciation BBQ drew more than 400 people who were treated to great food and drinks while they networked with the Best of the Best in the Real Estate Industry. All attendees at this year's event received commemorative glasses in honor of SCCAOR's 120th Anniversary.

CHILI COOK OFF: The 13th Annual Chili Cook Off was a big hit! Proceeds from the event supported the Santa Clara County REALTORS® Foundation, SCCAOR's charitable arm. Congratulations to Pete Smith for winning the "Celebrity Judges" and the "People's Choice Award" with his recipe, "Pete's Fire Breathing Dragon Chili".



CONVENTION: Over 2,000 real estate professionals came together at the Santa Clara Convention Center for SCCAOR's 26th Annual Convention & Expo. This year's event included a host of well accomplished and respected industry professionals, who shared valuable insight and tips on how REALTORS® can grow their business and stay relevant in today's competitive landscape.

MEMBERSHIP SERVICES



EDUCATION

Education is one of the hallmark services at SCCAOR. We are often one of the first Associations to provide educational programming on hot topics and trends, and we take great pride in bringing our Members the latest and most innovative programs in the industry. In 2016, we held 76 classes that were attended by 2,107 students. We also hosted 62 MLS seminars for our members. In addition, SCCAOR purchased a REBAC license from the National Association of REALTORS® and began offering Designation and Certification courses. This investment allows our members to secure professional designations and certifications while developing expertise in niche markets. Our unique peer-to-peer education model is often recognized by our colleagues on the State and National level.

To see our current education calendar, visit www.sccaor.com/education



GOVERNMENT ADVOCACY

SCCAOR's Government Affairs Team is focused on advocating REALTOR® Party values on behalf of our members in the halls of government. Through our advocacy, we work to protect and promote homeownership and private property rights. The REALTOR® Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment.

Some 2016 Highlights include:

- Stopped AB 2502, which discouraged the creation of new rental housing
- 66 SCCAOR members traveled to Sacramento for Legislative Day
- HR 3700 passed with REALTORS® making their voices heard in Congress

For more information, visit www.sccaor.com/government



PROFESSIONAL STANDARDS

SCCAOR's Dispute Resolution Committee volunteers and staff are some of C.A.R.'s most recognized representatives. The Ombudsman committee, which assists in resolving issues before they become a disciplinary complaint, handled 20 issues in 2016, none of which escalated to Professional Standards hearings. The Grievance Committee, which reviews complaints as to the worthiness of being forwarded to an ethics hearing, reviewed 12 ethics complaints in 2016.

This year the SCCAOR Citation Policy was initiated and 2 citations were issued. This policy allows the Grievance Committee to refer complaints related to advertising to a citation penalty fine of between \$250-\$1000.

The Professional Standards Committee conducted 15 hearings in 2016. Members of the Professional Standards Committee also presided over Arbitrations and completed 5 arbitration complaints and 2 mediations.



MEMBERSHIP SERVICES



SCCAOR STORE

The SCCAOR store offers a variety of products for all of your real estate needs. We have competitive prices and offer 10% discount on most products every Friday.

Many REALTORS® are aware of our more popular items, like Lockboxes, Riders, and A-Frames – but did you know that we also carry shoe covers, open house registries, and self-defense products like pepper spray? Come check out the Store during your next visit to the SCCAOR Office – you will be sure to find everything that you need!

We also have hundreds of REALTOR® products available on our website. You can browse our online store at www.sccaor.com/online-realtor-store

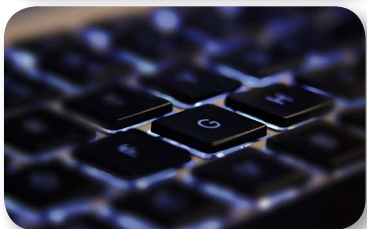


STUDIO

The SCCAOR Studio is a full-service video production studio with a focus on creating branding and marketing content. We offer a wide range of premium media products and compelling content that can be used across a diverse group of media channels. SCCAOR Members can receive one free headshot and video per year as a member benefit. In 2016 our studio produced 240 member headshots and 25 member videos.

In addition to the standard member benefits, we are equipped to produce a vast range of dynamic media content for members and non-members alike, both here in the studio and in the field.

Visit the Studio website at www.sccaor.com/studio



TECH SUPPORT

SCCAOR Tech Support provides our members with assistance on technology related issues at no cost. Trained, professional support techs provide hardware, software and network support. We also offer customized technical assistance by appointment where you work directly with a tech team to address your technical needs.

In 2016, we repaired 125 computers. The most common technical services were:

- PC hardware diagnostics, installation & repair
- Software installation & troubleshooting
- Virus protection & recovery

Learn more at www.sccaor.com/technical-support

COMMUNICATIONS






In 2016 the SCCAOR Communications Team made great strides with both its internal and external messaging. We engaged our members through a variety of digital media strategies that were reviewed and revised to assure we were effectively communicating with our members and the community.

We sent 8 press releases in 2016, which had a total pickup of 1,520 articles (Avg. pickup 190 per release). From the press releases that were published online, we had a total of 60,616 views (Avg. 7,577 views per release). We also expanded our print media strategy, publishing 9 advertorials in the real estate section of the San Jose Mercury News.

We focused on building our social media presence with the goal of increasing member engagement online. It was a success – all of our social channels showed positive growth in amount of followers and total engagement.

SCCAOR has continued to be a leading industry example for the utilization of video marketing. Our studio produced over 100 videos in 2016. These videos enhanced all our communications and helped us promote education, special events, industry news, and many other member related offerings.

SOCIAL MEDIA

Social Network	Followers at end of 2016	% Change
 Facebook	2,245	+14.1%
 Twitter	4,965	+19.6%
 Instagram	360	+12.6%
 LinkedIn	2,115	+10.1%
 YouTube	99	+15.1%



Mission Statement

The Young Professionals Network (YPN) connects real estate professionals with the tools and networking opportunities to become successful in their real estate career. Through our networking, educational, and volunteer programs YPN members are able to broaden their professional network, equip themselves with the tools to succeed in this evolving market and give back to our community.

In 2016 YPN held 4 Events to promote learning, networking and leadership:

- YPN InspiRE conference: A collaboration with SILVAR, this conference featured guest speakers and panels that talked about the housing economic forecast, how to get into land development, and luxury marketing.
- YPN Capitol Club Mixer: YPN members enjoyed an evening of professionals getting to know each other over food and drinks in Downtown San Jose.
- YPN Speed Mentoring: Some of the most successful people in the real estate business came together to mentor the YPN on how to grow professionally in a mixer that was built like a speed dating event.
- SCCAOR Leadership Reception: SCCAOR past presidents and C.A.R./NAR Directors met with potential future leaders of the association to share knowledge and encouragement.

You can view the newly updated YPN website at www.sccaor.com/ypn



YPN Members Shooting a Promo Video for Capitol Club Mixer



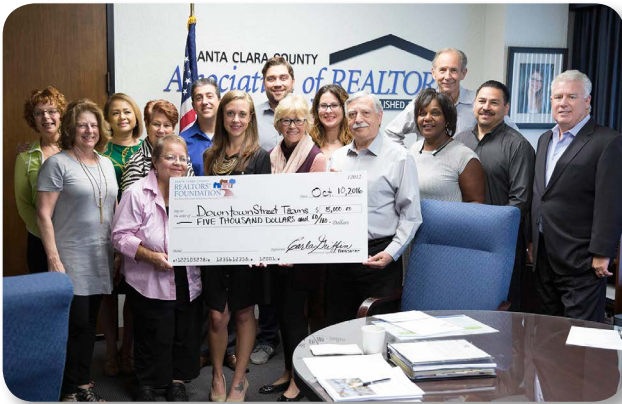
YPN Leadership Reception -- August 11th, 2016

FOUNDATION

2016 was an excellent year for the Santa Clara County REALTORS® Foundation (SCCRF). One of the goals this year was to make our communities more aware of the Foundation and the work that we do. We conducted a survey which showed that 72% of SCCAOR members knew about or had heard about the Foundation. Further, 535 SCCAOR members joined the Foundation with their annual dues—a 37% increase over 2015. Most importantly, the dollar amount raised from SCCAOR Members increased by 41%.

Highlights from this year include:

- \$42,000 in grants awarded to 9 local organizations
- \$12,424 raised during Annual Pumpkin Auction (all funds donated to Katherine R. Smith Elementary School)
- Organized park clean-up events in May and October for Jefferey Fontana Memorial Park
- Over \$16,000 in cash, toys, and pajamas collected (and donated to KAFPA) during Annual Holiday Toy Drive



\$5,000 grant made to Downtown Streets Team. Other grant recipients include: ALearn, City Team San Jose, LifeMoves, San Jose Day Nursery, Santa Maria Urban Ministry, Silicon Valley FACES, Sunday Friends, and Third Street Community Center.



The 18th Annual Pumpkin Auction raised \$12,424 for Katherine R. Smith Elementary School in San Jose. Students from the school and local REALTORS® decorated more than 50 pumpkins which were auctioned off to the crowd of nearly 150 people.



For Thanksgiving, the Foundation visited organizations that all focus on giving back to those in need. Turkey donations were made to Martha's Kitchen, Believers In Christ Homeless Street Ministries, Home Church, and City Team International.



Presenting the Pumpkin Auction check for \$12,424 to students from Katherine R. Smith Elementary School. The money will be used to help fund field trips and to purchase classroom computers.

AWARDS & RECOGNITIONS



NAR GOLD GLOBAL ACHIEVEMENT PROGRAM AWARD

SCCAOR's Global Investment Council was awarded the GOLD Global Achievement Program Award from the National Association of REALTORS®. The award recognizes and rewards the most active associations in global business. SCCAOR's Global Investment Council received this award in just their second year of existence.



BYRON BRAWLEY LIFETIME ACHIEVEMENT AWARD: DAVE WALSH

Dave has continuously made generous contributions of service to the local community and to SCCAOR Membership. He has worked tirelessly to encourage member participation and to contribute support to the real estate industry. He has a high ethical standard of conduct as an individual and as a REALTOR®. A former SCCAOR President, Dave was recently elected 2018 C.A.R. Treasurer.



REALTOR® OF THE YEAR: SANDY JAMISON

The REALTOR® of the Year award is much more than a distinguished salespersons recognition. This award defines the highest characteristics of the real estate professional – “Service beyond self”. Sandy Jamison exemplifies all the characteristics that make a REALTOR® great. She was both successful in her business and an active member at SCCAOR.



VOLUNTEER OF THE YEAR: GRACE VACCARO

Grace has had a very powerful impact on our Association. She continued to be a very dedicated volunteer to the Association and she championed many important committees such as Special Events, Professional Standards, and the R.S.V.P. program. She has 31 years volunteer experience. Grace defines the term “For the Greater Good”.



AFFILIATE OF THE YEAR: ANNA LOPEZ

Some of Anna's contributions include her support of SCCR Foundation, the Special Events Committee where she has served as Chairwoman, and her ongoing support of the Affiliates Committee. Anna's generosity is endless. She is the first one to jump up and say “I'll do it!”



PRESIDENT'S CHOICE AWARD: SHERYL MARTINEZ

Sheryl is a great advocate for so many groups and committees that work with SCCAOR. She has an amazing spirit and exemplifies leadership in every aspect of the word. Sheryl serves as Director for the Evergreen East Valley Marketing Group and has helped to inspire the Women's Council of REALTORS® to keep growing.



The Santa Clara County Association of REALTORS®, established in 1896, is California's oldest and Northern California's largest real estate association. We represent about 6,000 REALTORS® and affiliate members. SCCAOR exists to meet the business, professional and political needs of its members and to promote and protect homeownership and private property rights.



1651 North First Street, San Jose, CA 95112
408-445-8500 www.sccaor.com