

ANNUAL REPORT 2024





Dear Members,

We entered 2024 anticipating uncertainty and budgeted for an 8% drop in membership. Fortunately, we saw only a 2% decline and a 12%+ increase in new members. The membership team maintained strong retention rates, and Affiliate outreach brought in 11 new Affiliates from 31 referrals.

Building on this positive membership momentum, even before the NAR settlement, we proactively educated members on buyer representation and evolving business practices. The Education Department secured ten free Accredited Buyer Representative trainings through NAR grants, totaling \$40,000. SCCAOR also addressed emerging Fair Housing concerns with a \$7,500 NAR grant, hosting a Fair Housing event and a diversity training. Additionally, we received a \$50,000 HAF grant from CAR for our down payment assistance program.

In addition to advocacy and education, leadership development continued to be a priority. SCCAOR provided anti-harassment training, and leadership sessions emphasized inclusivity. Our Leadership Academy grew to 74 participants, followed by continued engagement through "Coffee with the President" and "A Seat at the Table."

On the advocacy front, the Government Affairs Department led an RAF task force that increased participation from 15% to over 19%, and we gained 23 new \$1,000-level Major Donors—among the highest in the state. Major Donors received enhanced recognition throughout the year. SCCAOR mobilized over 80 volunteers for election advocacy efforts.

To complement our advocacy efforts, we strengthened our public presence through media interviews, columns, and the "REALTORS® Do More" campaign. Social media engagement continued to grow across platforms.

With 84.4% of members rating SCCAOR's service as very good to exceptional, 2024 has been challenging yet rewarding. I'm proud of our achievements and grateful for the support of our dedicated staff and volunteers.



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

Neil V. Collins
Chief Executive Officer



STRATEGIC PLAN

MISSION

SCCAOR exists to meet the business, professional, and political needs of our members and to promote and protect private property rights.

CORE VALUES

Welcoming

Promoting a positive and respectful environment where everyone feels they belong.

Dynamic

Innovative and solution-oriented industry leaders empowering each other to succeed.

Dedicated

Committed to excellence in everything we do.



STRATEGIC PLAN 2024-2026

Organizational Excellence

- Maintain a culture that fosters inclusiveness and provides “best in class” resources and services to our members.
- Strengthen and grow relationships and influence within our Broker community.
- Cultivate new leaders to ensure the long-term strength of the Association.
- Elevate our Association by delivering services in a fiscally responsible manner and constantly focusing on and adapting to industry changes.

Advocacy

- Interact with the public, media, and elected officials as the leading advocate for private property rights and real property ownership in the communities we serve.
- Partner with other industry groups, coalitions, and the public to ensure a more powerful voice on legislative, regulatory, and economic development issues.
- Utilize REALTOR® Party programs to educate and engage members on the importance of calls for action and investing in the REALTOR® Action Fund.
- Recruit, elect and empower candidates who embody the values of the REALTOR® Party.

Professional Development

- Deliver high quality career advancing educational opportunities.
- Uphold the REALTOR® Code of Ethics and foster a culture of integrity, professionalism, and respect.
- Honor the Fair Housing Act by advancing professionalism through educational opportunities
- Embrace Diversity, Equity and Inclusion in all programs and services.

Community Outreach

- Be the “Voice for Real Estate” in our communities.
- Promote the value of Santa Clara County Association of REALTORS® as a partner in stimulating economic development and building stronger communities.
- Engage in activities that have a positive impact on our communities.



OFFICERS



Michelle Perry
President



Joe Brown
President-Elect



Gene Hunt
Vice-President



Kraig Constantino
Treasurer

DIRECTORS



Ryan Alter



Lisa Faria



Terese Ferrara



Michael Gordon



Doug Goss



Vince Trac



Kelly Hunt



Stephanie Ligsay



Michelle Lin



Karen Nelsen



Nancy Robinson



Jill Toler



Laura Welch



Jenny Zhao

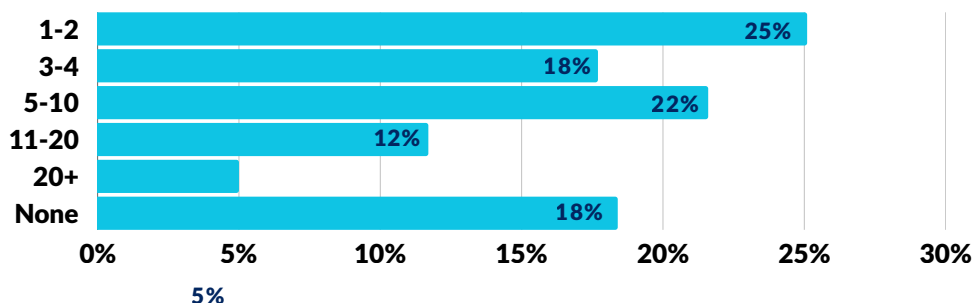
MEMBERSHIP STATISTICS

6554 TOTAL MEMBERS

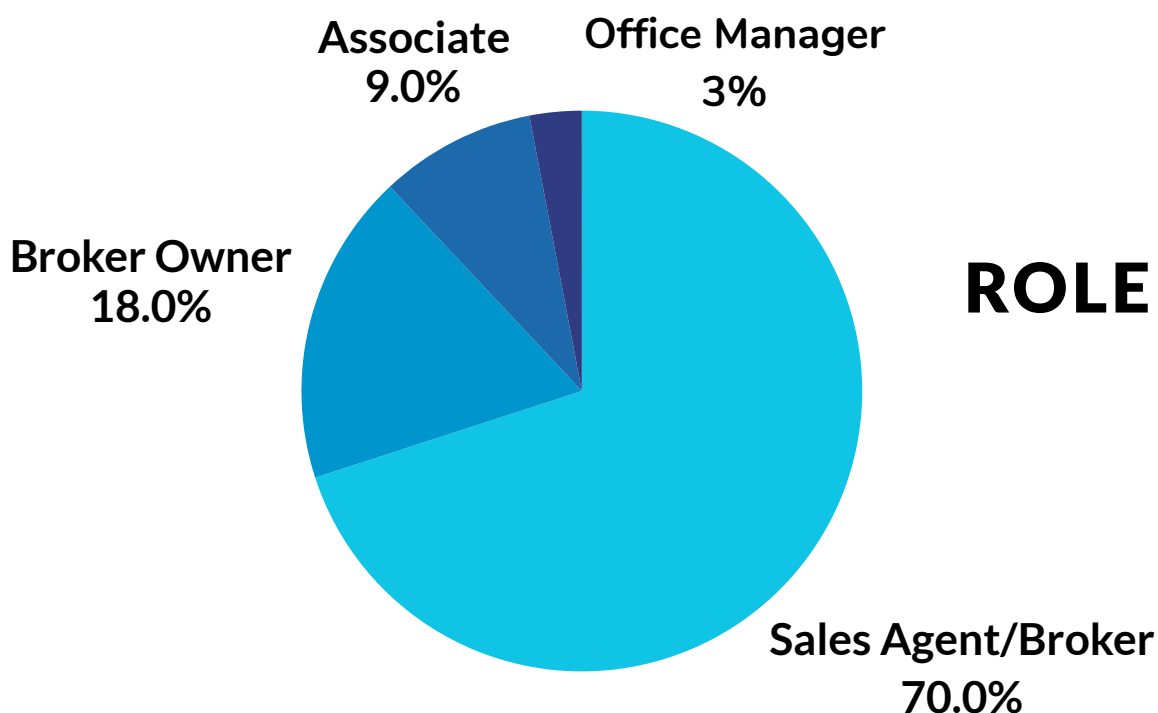
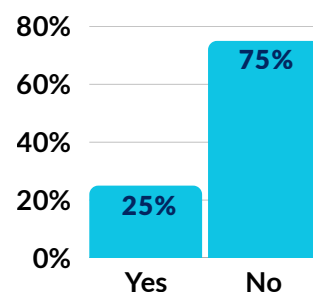
6213 REALTORS®

341 AFFILIATES

TOTAL TRANSACTIONS IN 2024



MEMBER OF A TEAM?



*Data From 2024 Member Survey



ADVOCACY

ADVOCATING FOR OUR MEMBERS

SCCAOR Advocacy champions REALTOR® Party values on behalf of our members. We achieve this by advocating for our members' business rights, private property rights, homeownership, and increasing housing supply and affordability. The REALTOR® Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment.

Our Advocacy team consists of our professional government affairs team that receives direction from our Local Government Relations Committee and Local Candidate Recommendation Committee. Our passionate SCCAOR members respond to our Call for Actions, vote for REALTOR® Party champions, and support our grassroots initiatives to ignite positive change.

2024 ADVOCACY HIGHLIGHTS

- 1) Raised the REALTOR ACTION FUND (RAF) participation rate from 8% to 19%
- 2) In light of the following concurrent regulations that are set to put small housing providers out of business:
 - 2024 Insurance Renewal upgrades on electrical panel, roof, etc. (required by insurance companies)
 - 2024-2025 California-mandated balcony retrofits
 - 2025 San Jose Soft Story Seismic Retrofit
 - 2027 BAAQMD Gas Water Heater Ban & Electrification
 - 2029 BAAQMD Gas Furnace Ban & Electrification
 - 2026 City of San Jose Proposed Air Conditioning Mandate
- SCCAOR informed the San Jose City Council of all these burdens that are currently facing our local housing providers, and which continue to contribute to the expensive cost of housing. The state subsequently delayed the implementation of the soft story mandate to April 1st, 2026.
- 3) Through consistent and persistent advocacy engaging with the Mayor and City Councilmembers, SCCAOR dissuaded the City from considering increases to the Measure E transfer tax.
- 4) We requested that the City of San Jose complete an internal audit of the \$302 million in homelessness spending that the CA State Auditor, as tasked to investigate by the Joint Legislative Audit Committee, reported was not properly tracked.
- 5) SCCAOR members spoke before the San Jose City Council in support of Mayor Matt Mahan's efforts to secure a greater share of Measure E funding for Emergency Interim Housing - a cost-effective strategy saving tax dollars to achieve a greater and immediate homelessness reduction impact.
- 6) SCCAOR was heavily engaged in the 2024 primary and general election cycles. Dozens of SCCAOR volunteers, and hundreds of RAF donors contributed to victory in one county supervisorial, three mayoral, and 8 city council races.



MEMBER SERVICES

PROFESSIONAL STANDARDS



SCCAOR's Dispute Resolution Committee volunteers and staff are some of C.A.R.'s most recognized and respected representatives.

In 2024, the Grievance Committee reviewed 11 ethics complaints. One complaint was converted to a citation.

There were 14 Professional Standards Disciplinary Hearings and five Arbitration hearings. Mediations were referred to the C.A.R. Consumer Mediation Department as they were between buyers and sellers.

Christine Borg, Professional Standards Coordinator, represented SCCAOR as a panel member for a C.A.R. discussion of best practices to all Professional Standards Coordinators statewide.

MEMBER BENEFITS



REALTOR® Store

Tons of great real estate products offered at discounted member-only pricing. Online shopping and curbside pickup available.



In-Office Studio

Keep your business profile pictures up to date with a FREE headshot and/ or video resume!



Supra Access

Receive guided assistance with the eKey and lockbox activation.



Tour/Marketing Meetings

Keep your business profile pictures up to date with a FREE headshot and/ or video resume!

EDUCATION BY THE NUMBERS

97

IN-PERSON &
VIRTUAL CLASSES

4121

TOTAL
ATTENDANCE

677

MEMBERS EDUCATED
ABOUT THE NEW
BUYER BROKER RULES

12

ABR CLASSES



FOUNDATION

Bringing REALTORS® together to help families, revitalize our communities, & assist in disaster relief

The Santa Clara County REALTORS® Foundation, the charitable arm of SCCAOR, provides an avenue for organized real estate to offer direct assistance where it is most needed - back into the communities we serve.

We work to create a strong community, connect those who care with those making a difference, and support housing issues over the long-term.

2024 BY THE NUMBERS



\$69,250

Total grants & donations distributed



18

Local organizations supported
plus 11 local youth received
scholarships!

ORGANIZATIONS SUPPORTED

- Access Books Bay Area
- Alzheimer's Walk
- Assistance League of San Jose
- CityTeam
- Community United San Jose
- CUHSD Education Foundation
- KAPFA
- Katherine R. Smith Elementary School
- Loaves & Fishes
- Make-A-Wish
- Martha's Kitchen
- Pivotal Connections
- Rebuilding Together, Silicon Valley
- Rotary Club of Gilroy South County Sunrise
- Schmahl Science Workshops
- St. Catherine's Reach Out
- St. Joseph's Family Center
- Walden West Outdoor School Foundation

In addition to supporting local organizations with grants, our Foundation gives back to the community through our volunteer efforts.



The South County REALTORS® Alliance (SCRA), a chapter of SCCAOR, raised funds through their CanTree initiative and funded \$13,050 in scholarships to 11 students.

COMMUNICATION

SCCAOR STUDIO



262
MEMBER
HEADSHOTS
COMPLETED



48
MEMBER
VIDEO RESUMES
COMPLETED

SOCIAL MEDIA STATISTICS

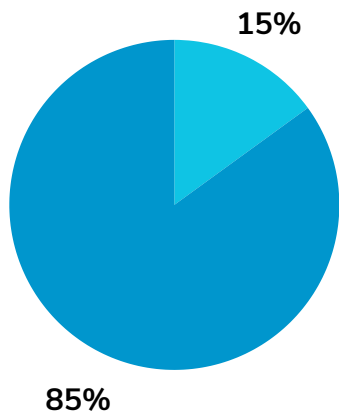
Social Platform	Followers at end of 2022	Followers at end of 2023	% change
Facebook	4887	4917	+.61%
Twitter	5408	5338	-1.29%
Instagram	2059	2284	+11%
LinkedIn	558	591	+6%
YouTube	529	613	+15%

FINANCIALS

INCOME STATEMENT (JANUARY 1- DECEMBER 31, 2024)

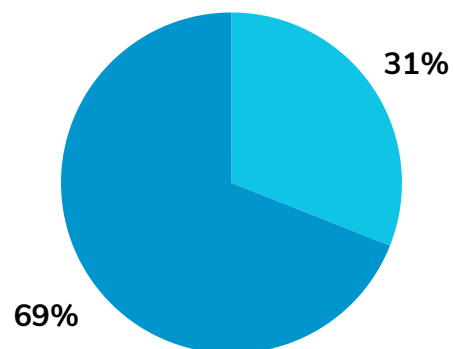
Revenue

Dues and Fees	\$ 2,751,628
Activities & Other	\$ 501,527
Total Revenues*	\$3,253,155



Expenses

Program Expenses	\$2,151,955
Management & General	\$984,262
Total Expenses	\$3,136,217

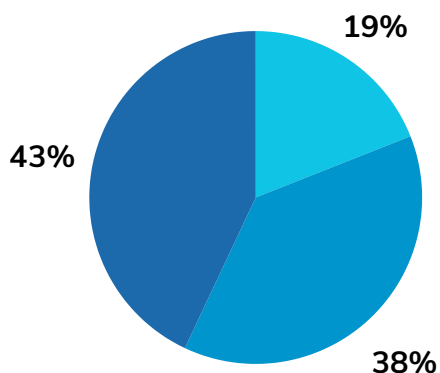


*Revenue does not include gain/loss from MLS Investment to reflect SCCAOR operating performance

STATEMENT OF FINANCIAL POSITION (DECEMBER 31, 2024)

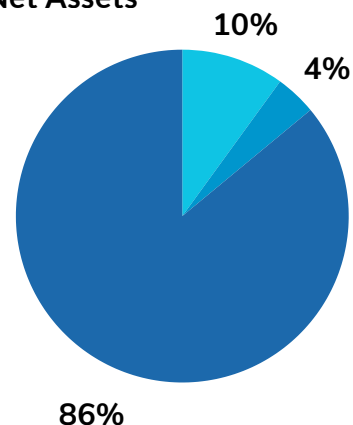
Assets

Current Assets	\$2,691,199
Long Term Assets	\$5,222,889
Property & Equipment	\$6,003,687
Total Assets	\$13,917,775



Liabilities

Current Liabilities	\$1,424,969
Long Term Liabilities	\$539,245
Net Assets	\$11,953,561
Total Liabilities & Net Assets	\$13,917,755



2024 AWARD RECIPIENTS



Kraig Constantino

REALTOR® OF THE YEAR



Jacque Ryan

AFFILIATE OF THE YEAR



Gene Hunt

VOLUNTEER OF THE YEAR



Lisa Faria

PRESIDENT'S CHOICE
AWARD



Karl Lee

GOVERNMENT
AFFAIRS CHAMPION
OF THE YEAR



Mike Sibilis

Byron Brawley Award

2024 CORPORATE SPONSORS



Thank you 2024 Corporate Sponsors!



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