

2025

IMPACT REPORT

Mission

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

Core Values

1 Welcoming

2 Dynamic

3 Dedicated



Letter from the CEO

This year tested associations across the state, with C.A.R. forecasting an 8% decline in membership. Despite those challenges, SCCAOR finished the year less than 1% below last year's membership total, outperforming expectations and exceeding budget projections. We also completed eight of our ten strategic priorities, reflecting strong collaboration and focus across the organization.

A major highlight was the launch of the Seat at the Table leadership forum. Through three successful events attended by more than 75 members, the program provided education on inclusive leadership, organizational fundamentals, and pathways for member involvement. The forum also created new opportunities for our Diversity Group Leaders to connect with members and showcase their initiatives.

Advocacy efforts also delivered meaningful results. We increased RAF participation from 18% to 20% and secured 35 Major Investors contributing \$1,000 or more. In addition, we successfully opposed "reach codes" in San Jose and Campbell that would have negatively impacted housing affordability and homeownership opportunities.

We also relaunched the CBVA marketing meeting with strong results, creating a more sustainable sponsorship and membership model that strengthened the program's impact. The Foundation exceeded its goal of raising \$35,000 for the Down Payment Assistance Program, ultimately generating nearly \$37,000 to support future homeowners.

Operationally, SCCAOR continued modernizing and improving efficiency. We outsourced Professional Standards administration to C.A.R., creating significant cost savings, while also retiring our mail server, migrating organizational files to Google Drive, and updating the Foundation website.

From education and marketing to advocacy and operations, this year demonstrated the resilience, innovation, and teamwork that define SCCAOR. As we look ahead to 2026, we remain well-positioned to expand member engagement, strengthen our programs, and continue delivering value to our members and community.



Neil Collins
SCCAOR CEO



Executive Officers



Doug Goss
2025 President



Michael Gordon
President-Elect



Terese Ferrera
Vice-President



Kraig Constantino
Treasurer

Board of Directors



Ryan Alter



Stephen Barsanti



Lisa Faria



Gene Hunt



Kelly Hunt



Karl Lee



Stephanie Ligsay



Clint Moore



Michelle Perry



Leyla Rezakhani



Sandy Sicsko



Vince Trac



Laura Welch



Jenny Zhao

Membership

At the Santa Clara County Association of REALTORS®, we support members with an array of benefits, learning opportunities, tools, and guidance for every career stage. Our diverse programs, business resources, and connected community help members thrive and grow. Whether handling your questions and needs on the phone, or when you come into our Association for services and inquiries we strive to make your experience positive. In 2025, 98.7% of members surveyed had an satisfactory to exceptional experience with SCCAOR staff.

6190

TOTAL MEMBERS

5990

REALTORS®

343

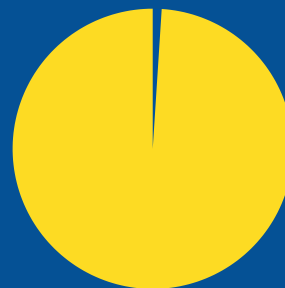
AFFILIATES

116

**MISSED PHONE
CALLS**

11244

**ANSWERED
PHONE CALLS**



99%

**PHONE CALL
ANSWER RATE**

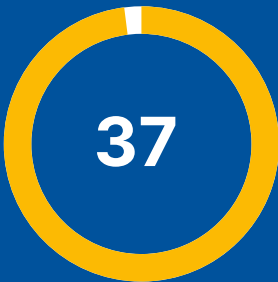
Communication Performance



MEMBER
HEADSHOTS
COMPLETED



254



37

MEMBER
VIDEO RESUMES
COMPLETED

Total
Impressions:

780K

Total
Engagement:

42K

Total New
Followers:

630

Performance by Platform

Platforms	Followers 2024	Followers 2025	% Change
Facebook	4917	4965	+1%
Instagram	2284	2648	+16%
YouTube	613	633	+3%
LinkedIn	591	692	+17%

Performance by Content Type

51%

Photo

28%

Link

11%

Reel/Story

10%

Other

Engagement Statistics

Total
Reactions

4,075

Comments

1642

Shares

294

Link Clicks

21.5K

Link Click Growth

+24K%

REALTORS® Do More

REALTORS® Do More than close deals—they open doors for their communities through fundraising events, charitable donations, and support for local causes. By offering down payment assistance and guidance, they help more families achieve the dream of homeownership.



The Santa Clara County REALTORS® Foundation awarded over **\$3,000** to Hope's Corner. The funds provided showers for 220 people in need. Last year, Hope's Corner offered 2,902 showers—about 55 every week. We're honored to support their mission of creating a community that promotes the well-being of all by providing nutritious meals and warm showers in a caring and collaborative manner.



The Santa Clara County REALTORS® Foundation awarded **\$2,500** to Sunnyvale Community Services. This organization plays a vital role in providing a safety net, ensuring that residents of Sunnyvale, North County, and Santa Clara County have access to essential needs like housing, food, and financial assistance.

Education

Professional development and continuing education are core benefits of SCCAOR membership. We are committed to delivering timely, relevant learning opportunities that address emerging industry trends, regulatory changes, and topics that matter most to real estate professionals. Our courses, workshops, and professional development opportunities are designed to help members stay informed, competitive, and confident in an ever-evolving real estate market. Professional development and continuing education are core benefits of SCCAOR membership. We are committed to delivering timely, relevant learning opportunities that address emerging industry trends, regulatory changes, and topics that matter most to real estate professionals. Our courses, workshops, and professional development opportunities are designed to help members stay informed, competitive, and confident in an ever-evolving real estate industry.

2722

ATTENDEES

69

CLASSES

1

ROOM RENTALS



Leadership Academy



2025 marked a standout year for the Leadership Academy—a dynamic, two-day experience that delivered an inventive and adaptable learning journey for real estate professionals. With a strong focus on elevating leadership skills in a supportive environment, this year’s program brought together engaging seminars, inspiring speakers, collaborative group discussions, and targeted leadership activities. The result was a powerful exploration of the topics that matter most, equipping participants with the insight, confidence, and connections to lead successfully in an evolving industry.



Events

SCCAOR hosts a variety of exciting events throughout the year, including the Real Awards, Installation Ceremony, Member Appreciation Baseball Night, and Member Appreciation BBQ. These events provide opportunities for members to connect, celebrate achievements, and build lasting relationships within the community. The Real Awards and Installation Ceremony recognize outstanding accomplishments and leadership, while our Member Appreciation events focus on thanking members for their continued support and involvement. Whether enjoying a baseball game with fellow members or gathering for a fun-filled BBQ, attendees can expect a welcoming and enjoyable atmosphere. These events are designed to educate, engage, and create memorable experiences that strengthen our organization and its membership.





SCCRF Foundation

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.

2025 by the numbers:

Total Grants
& Donations

81K

DPA Program
Fundraising

100k

Local
Organization
Supported

21

SCRA
CanTree
Scholarships

12

Organizations Supported

- Alzheimer's Walk
- Ao Dai Festival
- Assistance League of San Jose
- CityTeam Ministries
- Community United San Jose
- Hopes Corner Inc
- Housing Industry Foundation
- KAPFA
- Katherine R. Smith Elementary School
- Loaves & Fishes Family Kitchen
- Loved Twice
- Make-A-Wish
- Martha's Kitchen
- Neighborhood Hands
- Sacred Heart Community Service
- Sleep In Heavenly Peace
- South County Community Solutions
- St. Catherines Reach Out
- Sunnyvale Community Services
- The Fellowship
- Westwind Riding Institute



SCRRF Golf Tournament

Advocacy

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.



Advocacy Highlights

- 1) Through persistent advocacy and member mobilization, SCCAOR dissuaded enough city councilmembers from voting to adopt the electric-ready requirements proposed in the City of San Jose, a reach code that would have compounded San Jose's housing affordability crisis.
- 2) SCCAOR exposed regional government transparency issues to members:
 - Metropolitan Transportation Commission Transit-Oriented Communities policy
 - Bay Area Air District gas water heater and furnace ban
- 3) SCCAOR spearheaded the creation of the TooCostly Bay Area coalition and effort to expose the attempt to ban gas appliances across the nine-county Bay Area.
- 5) SCCAOR issued an early endorsement of Genny Altwer for San Jose City Council District 9, who to date has campaigned as a REALTOR(R) champion.
- 6) SCCAOR mobilized members in support of San Jose Mayor Matt Mahan and his June 2025 Budget, which included priorities such as the Responsibility to Shelter and Pay for Performance.

C.A.R. Legislative Day

The Annual 2025 California Association of REALTORS® Legislative Day provides a valuable opportunity for SCCAOR Members and Leadership to engage directly with state legislators while advocating for important policies that impact private property rights and the future of homeownership in California.

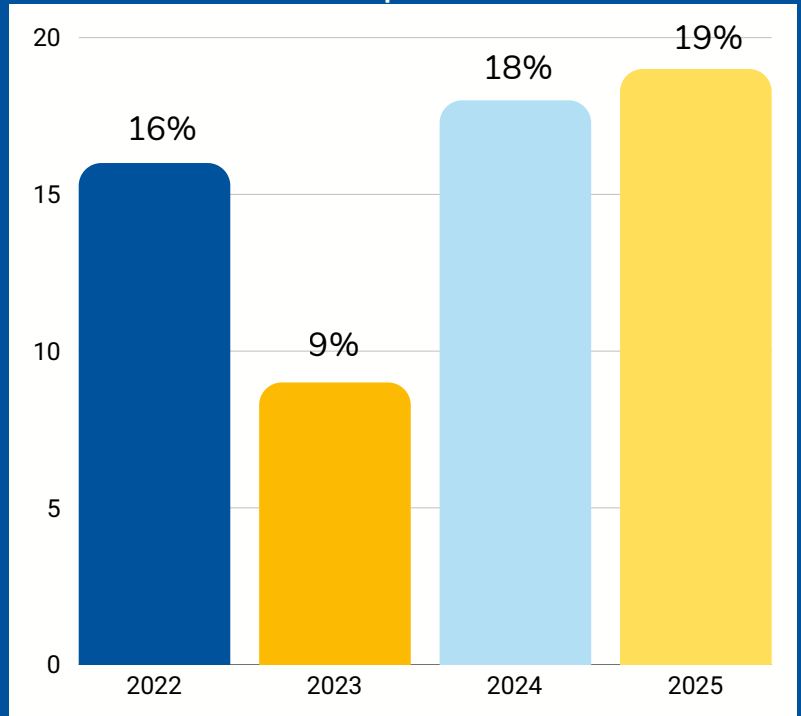
During the legislative meetings, members of the Santa Clara County Association of REALTORS® (SCCAOR) raised strong concerns about the expansion of extreme rent control AB1157 (Kalra). SCCAOR members emphasized that expanding rent control will create even more uncertainty for housing creators, misses the root cause of the housing crisis—which is a lack of supply—and defies the will of voters, who have rejected attempts to expand rent control at the ballot box three times in the past seven years. Member participation directly influenced the decision to have AB1157 (Kalra) and AB647 (M. Gonzalez)—a bill allowing up to eight units on a single-family lot—**pulled from committee.**



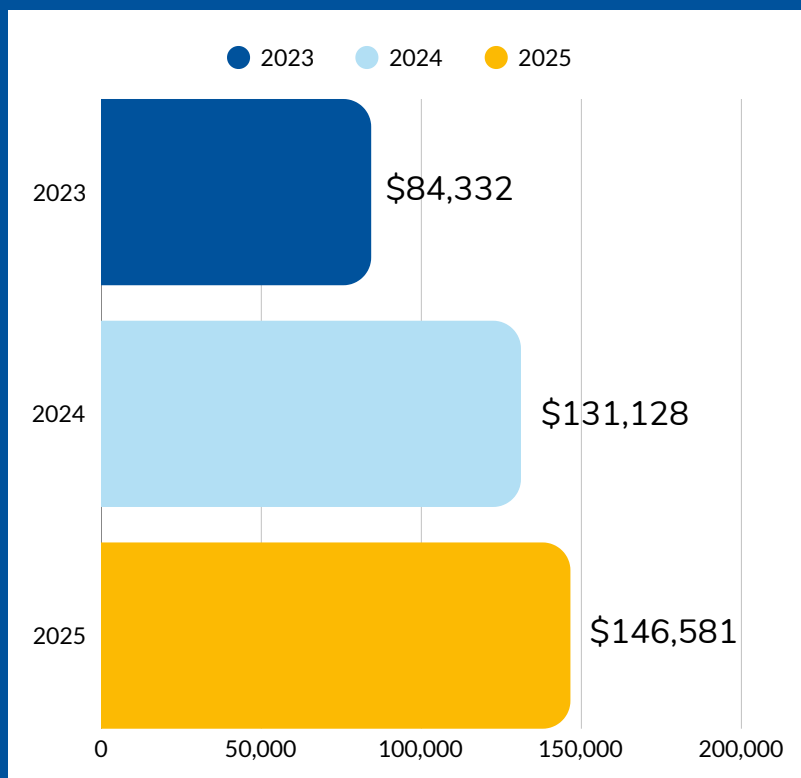
REALTOR® Action Fund

The REALTOR® Action Fund is a vital service for you and your business. By contributing, you are helping to protect the rights of REALTORS® and property rights through advocacy efforts, ballot measures, and candidate campaigns. The SCCAOR RAF Participation Percentage rate increased by 1% over 2024 despite market uncertainty and an overall lethargic market. Total

RAF Participation Rates



RAF Contribution Totals



REALTOR® Action Fund contributions rose year-over-year increasing by over \$15,000 while the average contribution increased by 7% to \$132. SCCAOR ended the year with 34 Major RAF Investors (\$1000 or More Contribution)

2025 RAF Major Investors



Nicki Banucci



Holly Barr



Pauline David



Karen Nelsen



HoiW Ng



Joey Portale



Monica Farnsworth



Alicia Duarte



David Guardanapo



Kraig Constantino



Dave Walsh



Terese Ferrara



Jackie Jones



Zaid Hanna



Valerie Mein



Gene Hunt



Lisa Faria



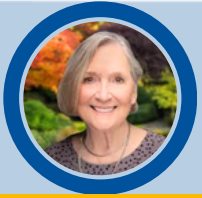
Michelle Perry



Joe Brown



Kelly Hunt



Elizabeth Monley



Lori Robitalle Biasca



Jordan Mott



Neil Collins



James Dill



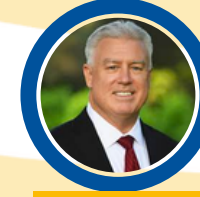
Gustavo Gonzalez



Laura Welch



Michael Gordon



Doug Goss



Mike Sibilia



Rick Smith



Jordan Shea



Jill Toler



Trisha Motter

Financial Overview

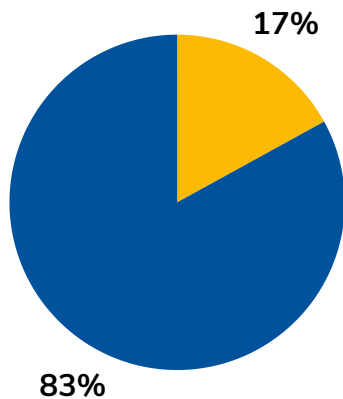


Revenue Performance:

INCOME STATEMENT (JANUARY 1- DECEMBER 31, 2025)

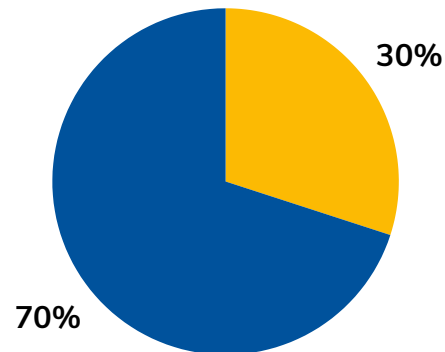
Revenue

■ Dues and Fees	\$ 2,770,978
■ Activities & Other	\$ 582,987
Total Revenues*	\$3,353,965



Expenses

■ Program Expenses	\$2,199,428
■ Management & General	\$950,829
Total Expenses	\$3,150,257

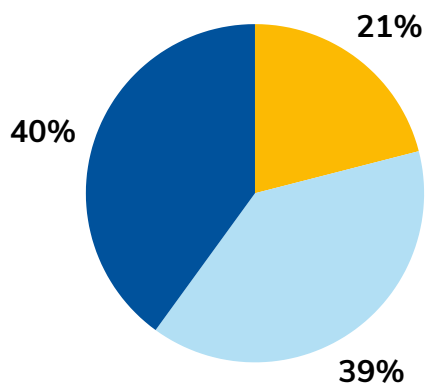


*Revenue does not include gain/loss from MLS Investment to reflect SCCAOR operating performance

STATEMENT OF FINANCIAL POSITION (DECEMBER 31, 2025)

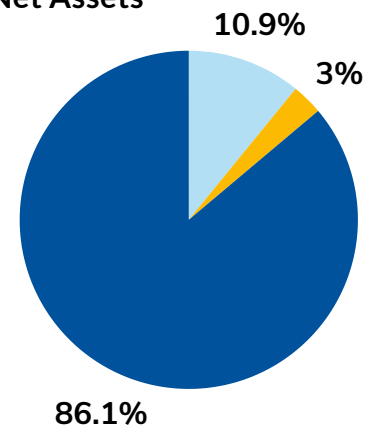
Assets

■ Current Assets	\$3,008,388
■ Long Term Assets	\$5,683,402
■ Property & Equipment	\$5,880,898
Total Assets	\$14,572,688



Liabilities

■ Current Liabilities	\$1,542,034
■ Long Term Liabilities	\$413,933
■ Net Assets	\$12,616,721
Total Liabilities & Net Assets	\$14,572,688



2025 Award Recipients



Gustavo Gonzalez
Byron Brawley



Joe Brown
President's Choice



Jenn Van Gundy
Volunteer of the Year



Greg Peralta
Gov-Affairs Champion



George Casey
Homeowner Hero



Jeff Spoelstra
Affiliate of the Year



Dennis Badagliacco
REALTOR® of the Year



Neil Collins
President's Choice



Steve Gonzalez
Tracy Lee

2025 Corporate Sponsors

**WELLS
FARGO**

Home Mortgage



**DISCOUNT
PLUMBING**
ROOTER SERVICES



**FLOOR &
DECOR**
TILE • WOOD • STONE

**VENTURA
HERSEY &
MULLER LLP**

ATTORNEYS AT LAW

