



SANTA CLARA COUNTY
ASSOCIATION OF REALTORS®

2020 ANNUAL REPORT

LETTER FROM THE CEO



Association management is a team sport. It takes a dynamic staff and a committed Leadership Team to effectively deliver high-quality services to our members. SCCAOR was pushed to the limit in 2020 when we had to navigate all the twists and turns of dealing with COVID-19.

On March 17th, 2020, Santa Clara County issued the first Shelter-in-Place orders. Within hours, SCCAOR had to make extraordinary adjustments to prepare our staff to work remotely. Our goal was to keep the team safe, but equally important to us was the ability to continue to provide our members with the highest levels of excellent service.

SCCAOR understood our members would need support to continue delivering real estate services during the pandemic. We immediately developed and launched a Transaction Resource Page to assist in navigating the continuously changing landscape. We made it a top priority to ensure our members understood showing rules so they could continue to do business.

As a result of heavy lobbying from C.A.R. and NAR, Real Estate was deemed an essential service. Our members relied on us for the most up-to-date information and our Advocacy Team worked tirelessly to verify and clarify every detail from County Shelter-in-Place orders before distributing information to our members.

SCCAOR incorporated AgentEDU into our online portfolio to offer our members free professional development. We also transitioned all of our own educational offerings to virtual Zoom webinars, making our classes readily accessible to SCCAOR members. One of our initial webinars was with Joel Singer from C.A.R. We had over 500 registrants, verifying that delivering online resources was essential to supporting our members.

SCCAOR continued to evolve and developed creative solutions to close the gap created by the pandemic. We launched, "Keeping it Real," an ongoing series to share the most recent market data and show our top producers were still "crushing it" despite the challenges of COVID-19.

As the Shelter-in-Place orders were extended, we became more and more sophisticated with our Zoom events. We shifted our Marketing Meetings, General Membership Meetings, and New Member Orientations to a digital format.

We also experienced success hosting drive-thru member appreciation events and broadcasting virtual fundraisers for our REALTORS® Foundation. Our Foundation had a tremendous impact on our community by distributing hundreds of grocery gift cards to our members that encountered difficulties resulting from the pandemic.

The Santa Clara County Real Estate Market remained strong compared to other parts of the country. As members continued to do business, they needed access to our SCCAOR Store items, including keys, lockboxes, and PPE, to continue to serve their clients. Although the County Health Orders did not allow members into the building to shop for their items, we continued to evolve and expand beyond our pre-COVID digital storefront.

In October 2020, we launched the online SCCAOR Store with curbside pickup, using Shopify as a robust digital solution. The store was an immediate success and members reported they enjoyed how easy it was to navigate the platform.

In the final quarter of 2020, SCCAOR completed a website makeover and vastly improved the navigation of the site. We launched the SCCAOR Source App, which provided members with easy access to association and market news. The app also displays Affiliate Member contact information and offers one-of-a-kind deals, easily connecting our REALTORS® and Affiliates in a digital space.

The pandemic did not deter us from wrapping up our 2017-2020 Strategic Plan either. We stayed on course and built out a comprehensive Strategic Plan for 2021-2023. While COVID-19 turned the world we live in upside down, I was very proud of how our Leadership and how my team responded. The accomplishments we achieved throughout 2020 were very significant. I sincerely believe SCCAOR has made institutional changes to lead us to increased successes in the future.

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

Neil Collins
Chief Executive Officer



2018-2020 STRATEGIC PLAN

MISSION

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

VISION

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



MEMBER SERVICE & SATISFACTION

Engage our members and provide them the resources and opportunities to improve their business.



ADVOCACY FOR REALTORS® & PROPERTY OWNERS

Energize our members & their clients to actively participate in government affairs issues that affect the real estate profession.



EDUCATION & PROFESSIONAL DEVELOPMENT

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



PUBLIC & COMMUNITY RELATIONS

Increase public understanding of the value and contribution of REALTORS® within our communities.



ORGANIZATIONAL EXCELLENCE

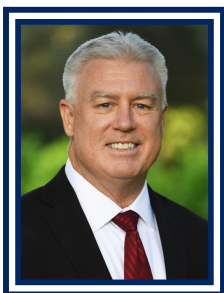
Maximize member investments to deliver remarkable services and programs.

2020 LEADERSHIP TEAM

OFFICERS



Sandy Jamison
President



Doug Goss
President-Elect



Lisa Faria
Vice President



Stephen Theard
Treasurer/Secretary

DIRECTORS



Kip Barnard



Jen Beehler



Frank Cancilla



William Chea



Kevin Cole



Kraig Constantino



Derek Essary



Gustavo Gonzalez



Don Jessup



Elizabeth Monley



Gabrielle Perez



Tam Quach



Bill Rehbock



John Scaglione



Rick Smith



OUR MEMBERS

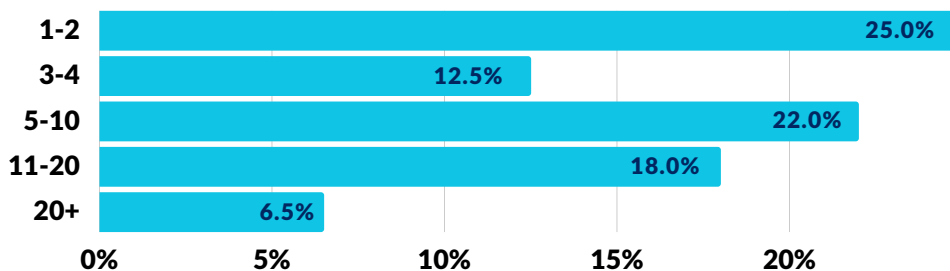
6,440 TOTAL MEMBERS

6,036 REALTORS®
404 AFFILIATES

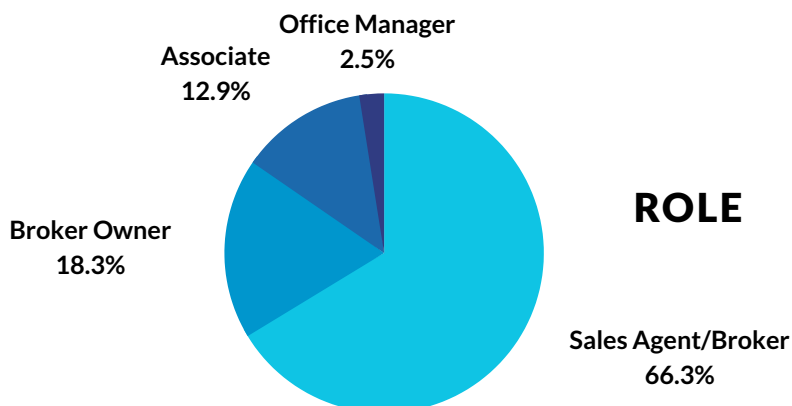
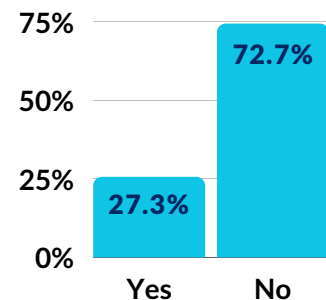
75%

Percentage of SCCAOR members who consider real estate their full-time job

TOTAL TRANSACTIONS IN 2020



MEMBER OF A TEAM?



35%

Percentage of SCCAOR members who own rental property

ADVOCACY

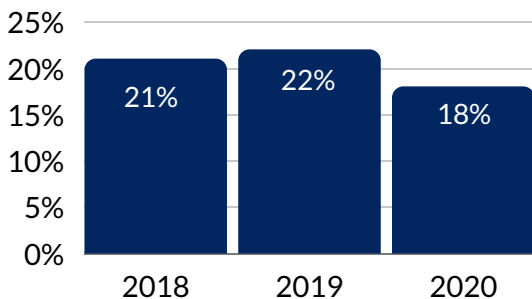
FIGHTING FOR YOU

SCCAOR Advocacy exists to champion 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 several layers and groups of individuals. First, is our professional government affairs staff, working every day to represent REALTORS®, private property rights, and increasing homeownership. They receive direction from our Local Government Relations Committee and Local Candidate Recommendation Committee, composed of passionate SCCAOR members. The last and most important aspect of our advocacy team is each of you. Our members are the grassroots spark to flame positive change by responding to our Call For Actions, voting for REALTOR® Party champions, and getting involved in our community.

REALTOR® ACTION FUND

Participation by SCCAOR Members



2020 ADVOCACY HIGHLIGHTS

- REALTORS® and Affiliates deemed essential workers during the Shelter-in-Place Orders
- REALTORS® and Affiliates eligible for unemployment assistance and small business grants while maintaining independent contractor status
- Local, State, and Federal Rental Assistance to Housing Providers eligible for 100% of unpaid rent to be sent directly to the housing provider
- FHFA Mortgage Forbearance for COVID-19 Financially Impacted Homeowners and Housing Providers

2020 VICTORIES

- SCCAOR completed another successful election cycle in 2020 with a majority of endorsed candidates winning their races and every ballot measure securing the desired results.
- We successfully defeated, by an overwhelming majority, another attempt to pass severe additional restrictions to CA rent control laws.
- C.A.R. sponsored Prop 19 passed, allowing statewide tax portability for seniors, disaster victims, and disabled individuals.

MEMBER SERVICES

2020 HIGHLIGHTS



INSTALLATION OF
OFFICERS AND DIRECTORS



INAUGURAL
CELEBRATION



GENERAL MEMBERSHIP
MEETING



COOKING WITH
CHEF JOHN PINTO



SCCAOR
WEBINAR

PROFESSIONAL STANDARDS

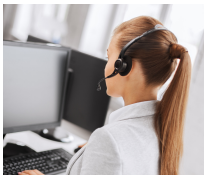


SCCAOR's Dispute Resolution Committee volunteers and staff are some of C.A.R.'s most recognized and respected representatives.

In 2020, the Grievance Committee reviewed 17 ethics complaints. One complaint became a citation, 4 complaints were withdrawn, and 7 complaints were dismissed.

There were 14 Professional Standards hearings, with 4 arbitration complaints, of which 3 were withdrawn prior to the arbitration hearing.

MEMBER BENEFITS



Tech Helpline

A free unlimited tech support service available to all members. Tech Helpline analysts can even connect remotely to your computer and fix it for you!



REALTOR® Store

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



AgentEDU

Free access to real estate training videos covering 4 learning levels and 70+ topics.

EDUCATION



70
IN-PERSON &
VIRTUAL CLASSES



3196
TOTAL
ATTENDANCE

5 DESIGNATIONS OFFERED



Within 20 days of the Shelter-in-Place Orders, SCCAOR launched Zoom Webinars to keep members updated.

SCCAOR hosted at least 3 webinars per week, covering a range of topics including Finance, Title, and Government Affairs.

SANTA CLARA COUNTY REALTORS® FOUNDATION

Bringing REALTORS® together to help families, revitalize our communities and 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.

2020 BY THE NUMBERS



\$140,027

Total grants & donations distributed



15

Local organizations supported



200

Thanksgiving turkeys donated



TURKEY DROP



FONTANA PARK CLEANUP



REBUILDING TOGETHER



MAMMA MIA! FUNDRAISER

ORGANIZATIONS SUPPORTED

Rebuilding Together, Silicon Valley
Shop with a Cop Foundation, Silicon Valley
Sacred Heart Community Service
CityTeam Ministries
Martha's Kitchen
St. Joseph's Family Center
Animal Assisted Happiness
Junior Achievement of Northern California
Positive Alternative Recreation Teambuilding Impact
Rotary District 5170 Foundation
Valley Verde
Pivotal
Community United San Jose
Kinship, Adoptive and Foster Parent Association
Katherine R. Smith Elementary

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

In 2020 SCCRF organized a park cleanup at Jeffrey Fontana Park, participated in Rebuilding Together's Rebuilding Day, and delivered 200 Thanksgiving turkeys to City Team, Martha's Kitchen, and St. Joseph's Family Center.

In response to the challenges created by the COVID pandemic, \$40,000 in Safeway gift cards were purchased to provide relief to those facing economic hardship. \$35K worth of gift cards were distributed to SCCAOR members and \$5K worth of gift cards were distributed to local nonprofits to supplement food pantries.

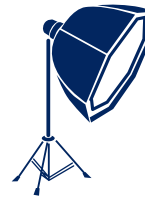
The South County REALTORS® Alliance raised funds through their CanTree initiative and funded \$26,000 in scholarships to 22 students.

COMMUNICATIONS

SOCIAL MEDIA STATS

	Followers at end of 2020	Followers at end of 2020	% change
Facebook	3189	3336	+4.6%
Twitter	5536	5516	-0.3%
Instagram	999	1165	+16.6%
LinkedIn	4098	4403	+7.44%
YouTube	221	276	+24.9%

SCCAOR STUDIO



64
MEMBER
HEADSHOTS
COMPLETED



10
MEMBER
VIDEO RESUMES
COMPLETED

SCCAOR IN THE NEWS

In 2020, SCCAOR Leadership were featured in the following:

- <https://www.nbcbayarea.com/news/local/house-bill-sb-50-fails-to-pass-california-senate/2224011>
- <https://abc7news.com/working-from-home-coronavirus-bay-area-silicon-valley-tech-companies/6007957>
- <https://markets.businessinsider.com/news/stocks/realtors-host-drive-through-toy-drive-to-support-bay-area-foster-kids-1029904158>
- <https://markets.businessinsider.com/news/stocks/realtors-host-drive-through-toy-drive-to-support-bay-area-foster-kids-1029904158>

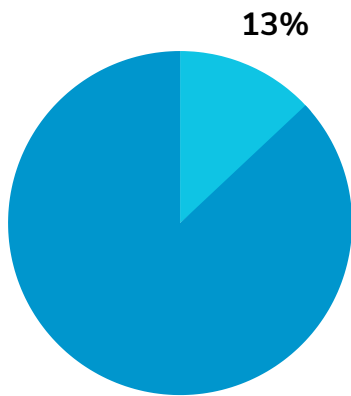


FINANCIALS

INCOME STATEMENT (JANUARY 1- DECEMBER 31, 2020)

Revenue

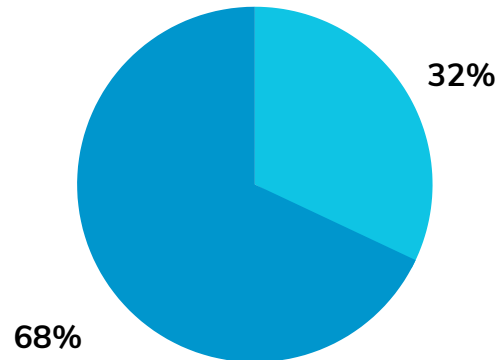
Dues and Fees	\$2,403,090
Activities & Other	\$ 348,139
Total Revenues*	\$2,751,229



87%

Expenses

Program Expenses	\$1,687,260
Management & General	\$ 783,336
Total Expenses	\$2,470,596



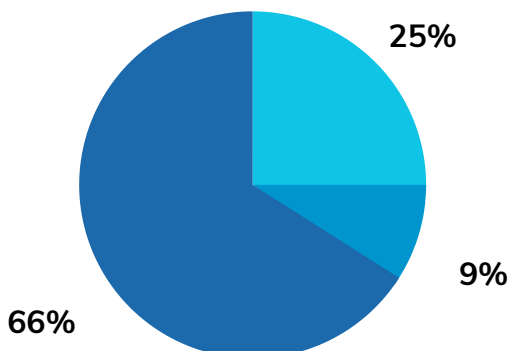
68%

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

STATEMENT OF FINANCIAL POSITION (DECEMBER 31, 2020)

Assets

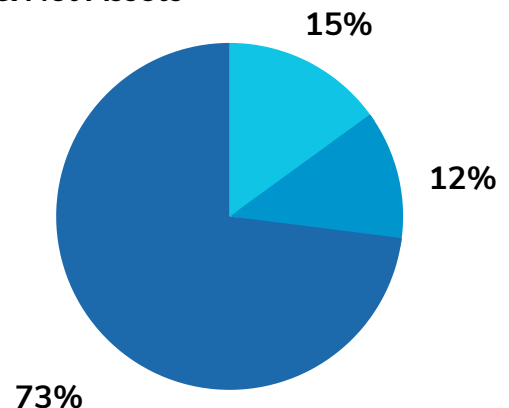
Current Assets	\$2,378,252
Long Term Assets	\$ 888,063
Property & Equipment	\$6,204,235
Total Assets	\$9,470,550



66%

Liabilities

Current Liabilities	\$1,462,886
Long Term Liabilities	\$1,103,086
Net Assets	\$6,904,578
Total Liabilities & Net Assets	\$9,470,550



73%

2020 AWARD WINNERS



Kevin Cole

REALTOR® OF THE YEAR



Elizabeth Castillo

AFFILIATE OF THE YEAR



Terese Ferrara

VOLUNTEER OF THE YEAR



Stephen Theard

PRESIDENT'S CHOICE AWARD



Dennis Badagliacco

BYRON BRAWLEY AWARD



Spencer High

TRACEY LEE EXCELLENCE
IN SERVICE AWARD

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MULLER LLP**
ATTORNEYS AT LAW



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