



2021

ANNUAL REPORT

**SANTA CLARA COUNTY
ASSOCIATION OF REALTORS®**

#MovingForwardTogether

LETTER FROM THE CEO



The start of 2021 felt very much like a continuation of the self-isolation and lockdowns we experienced in 2020 resulting from the COVID pandemic. By spring, we slowly began to emerge from quarantines and shelter-in-place orders into what felt like a pattern of “nearly normal.”

In 2020, we were limited to Zoom gatherings and drive-thru events. As the restrictions were slowly lifted, virtual events became hybrid and in-person events returned.

By the end of summer, SCCAOR hosted an in-person Golf Tournament, the Annual Member Appreciation BBQ, and a weekend of Down Payment Assistance Fundraisers. The 2020 virtual Pumpkin Fundraiser was replaced with a live event on the SCCAOR lawn that raised over \$9,000 in support of Katherine R. Smith Elementary, despite having a smaller-than-usual crowd. To close out the year, we hosted our Annual Holiday Member Appreciation Event and gathered in-person for the “Home for the Holidays” Mixer.

Several of our major accomplishments were carryovers from the strategic initiatives we started in 2020. We hosted our second virtual Leadership Academy with 50 attendees over the course of three days, featuring Adorna Carroll.

In 2020, we purchased the software and equipment to transform Training Room A into a hybrid event center, but it wasn't until 2021 that we had the opportunity to test it out. We were able to record 45 unique professional development courses for our online member video library.

We continued to make significant commitments to Public Relations with the hiring of Johnny Khamis as our Public Relations Consultant and the reorganization of the Communications Department. As the year came to a close, we had a robust Public Relations strategy focused on advocacy and highlighting our charitable contributions in the community.

Broker outreach and growing our REALTOR® Action Fund (RAF) Major Donors were strategic priorities for 2021 President Goss. We hosted three Broker-specific meetings with a combined attendance of 154 and we increased the number of RAF Major Donors by seven, which represents a 30% gain since 2020.

In November, we hosted a Major Donor recognition luncheon at the Capital Club, a gathering which featured several prominent speakers, including San Jose Mayor Sam Liccardo.

In addition to increasing our Major Donors, our Advocacy Department had several victories in 2021, including defeating the local Eviction Moratorium in Gilroy and successfully delaying the sewer lateral point-of-sale ordinance in Morgan Hill.

SCCAOR used NAR Placemaking Grants to transform underused sites into welcoming destinations accessible to everyone in the community. We partnered on a Downtown San Jose SoFA Dog Park & Community Garden project and installed a Pocket Park at Robert Sanders Elementary School.

We also received a \$50,000 grant from the Housing Affordability Fund of C.A.R. to kick off our Down Payment Assistance Program in support of first-time homebuyers. We used our Advocacy Local Fund (ALF) resources and invited SILVAR to contribute to the commission of a white paper by Joint Ventures Silicon Valley on the value of homeownership. Lastly, we leveraged both C.A.R. and NAR resources to run a \$100,000+ Anti-COPA (Community Opportunity to Purchase Act) campaign.

We also had several internal projects in 2021. We conducted a thorough review of all SCCAOR policies, updating them so they are just as relevant today as when they were initially established. With the Board's assistance, we also purged several policies that were no longer relevant, delivering as a finished project a digitized, searchable manual of SCCAOR Policies for all of our Directors and Officers.

After completing the policy review, we took on the long-overdue project of identifying our Core Values. Through an intensive process, we were able to whittle down our Core Values to three terms from a list of over 28 - Welcoming, Dedicated, and Dynamic. The Core Values are representative of SCCAOR's culture and will continue to guide future leadership and staff in the coming years.

Neil V. Collins
Chief Executive Officer

2021-2023 STRATEGIC PLAN

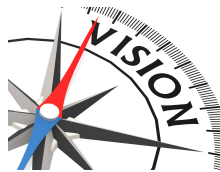


MISSION

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 source for real estate related issues in the markets we serve.



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.



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.

2021 LEADERSHIP TEAM

OFFICERS



Doug Goss
President



Lisa Faria
President-Elect



Don Jessup
Vice-President



William E. Chea
Treasurer

DIRECTORS



Ryan Alter



Jen Beehler



Kevin Cole



Kraig Constantino



Gustavo Gonzalez



Kip Barnard



Gene Hunt



Sandy Jamison



DeVonna Meyer



Elizabeth Monley



Bill Rehbock



John Scaglione



Rick Smith



Jenny Zhao



OUR MEMBERS

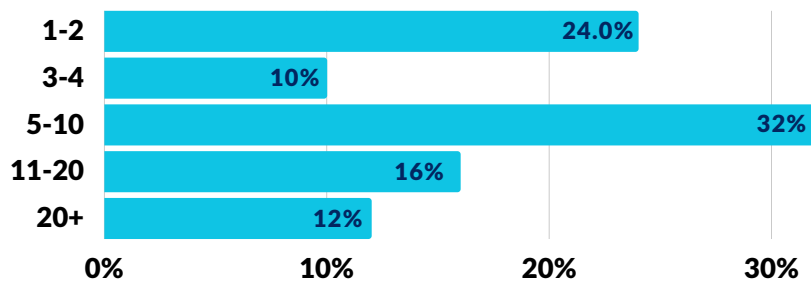
6,788 TOTAL MEMBERS

6,474 REALTORS®
314 AFFILIATES

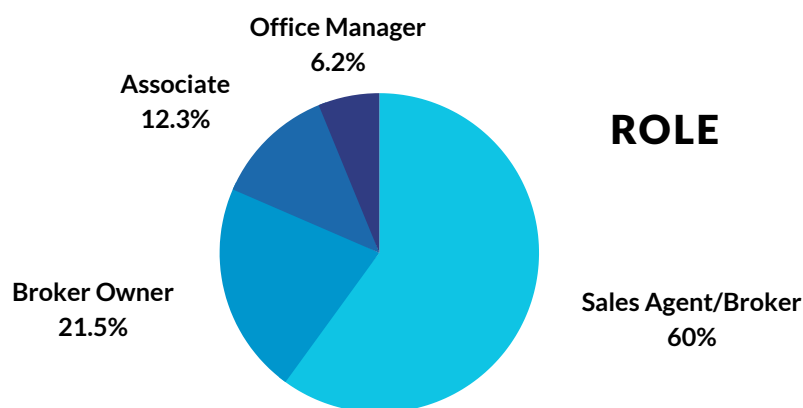
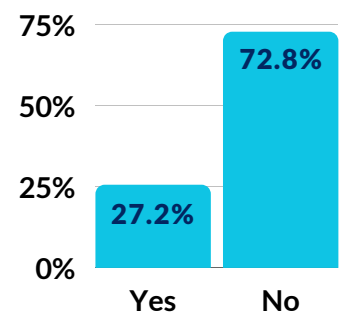
74.8%

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

TOTAL TRANSACTIONS IN 2021



MEMBER OF A TEAM?



Data based on 2021 SCCAOR Annual Member Survey

ADVOCACY

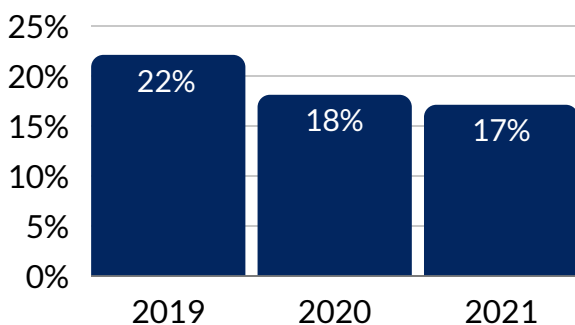
ADVOCATING FOR OUR MEMBERS

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.

REALTOR® ACTION FUND

Participation by SCCAOR Members



2021 ADVOCACY HIGHLIGHTS

- SCCAOR received a \$50,000 grant from the Housing Affordability Fund of C.A.R. to kick off our Down Payment Assistance Fund in support of first-time homebuyers.
- Hosted a Major Donors recognition luncheon at the Capital Club featuring several prominent speakers and guests, including San Jose Mayor Sam Liccardo.
- SCCAOR used an NAR grant to partner on a Downtown San Jose Dog Park & Community Garden project and on a pocket park at Rober R. Sanders Elementary School.
- Leveraged both C.A.R. and NAR resources to run a \$100,000+ Anti-COPA (Community Opportunity to Purchase Act) campaign.

2021 VICTORIES

- Defeated the local Eviction Moratorium in Gilroy
- Successfully delayed sewer lateral point-of-sale ordinance in Morgan Hill, (which was delayed instead of defeated due to a legal settlement).
- Defeated, by an overwhelming majority, another attempt to pass severe additional restrictions to CA rent control laws.

MEMBER SERVICES

2021 HIGHLIGHTS



2021 VIRTUAL
INSTALLATION



ANNUAL MEMBER
APPRECIATION BBQ



DOWN PAYMENT
ASSISTANCE FUND BENEFIT



RAF MAJOR DONOR
LUNCHEON



MEMBER APPRECIATION
HOLIDAY MIXER

PROFESSIONAL STANDARDS



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

In 2021, the Grievance Committee reviewed 13 ethics complaints. One complaint was converted to a citation. Five complaints were dismissed by the Grievance Committee and three complaints were withdrawn by the complainants.

There were 10 Professional Standards Disciplinary Hearings and one Arbitration hearing. SCCAOR processed an ethics complaint on behalf of the Bay East Association of REALTORS® which is included in this total hearing count.

One Mediation request was completed by a Mediation counselor.

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



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.

EDUCATION



77

IN-PERSON &
VIRTUAL CLASSES



3393

TOTAL
ATTENDANCE

END OF CYCLE 6 CODE OF ETHICS

SCCAOR offered over 20 Code of Ethics classes via Zoom or in-person to help our members complete the Cycle 6 Code of Ethics requirement.

SANTA CLARA COUNTY REALTORS® FOUNDATION

THE CHARITABLE ARM OF SCCAOR



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.

2021 BY THE NUMBERS



\$74,746

Total grants & donations distributed



16

Local organizations supported plus eight local youth for scholarships!



200

Thanksgiving turkeys donated

ORGANIZATIONS SUPPORTED

- Rebuilding Together, Silicon Valley
- Sacred Heart Community Service
- CityTeam Ministries
- Martha's Kitchen
- St. Joseph's Family Center
- Rotary District 5170 Foundation
- Community United San Jose
- Katherine R. Smith Elementary
- College of Adaptive Arts
- Life Moves
- Magical Bridge Foundation
- Rebekah Children's Services
- St. Catherine's Reach Out
- Kinship, Adoptive and Foster Parent Association
- Positive Alternative Recreation Teambuilding Impact
- San Jose Downtown Property Owners Association

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 \$9,000 in scholarships to eight students.

COMMUNICATIONS

SOCIAL MEDIA STATS

	Followers at end of 2020	Followers at end of 2021	% change
Facebook	3336	3500	+4.91%
Twitter	5516	5426	-1.63%
Instagram	1165	1375	+18.1%
LinkedIn	321	346	+7.78%
YouTube	276	371	+34.4%

SCCAOR STUDIO



188
MEMBER
HEADSHOTS
COMPLETED



22
MEMBER
VIDEO RESUMES
COMPLETED

SCCAOR IN THE NEWS

In 2021, SCCAOR Leadership were featured in the following:

- <https://www.kron4.com/news/real-estate/san-francisco-no-longer-the-most-expensive-u-s-market-for-tech-offices>
- <https://sanjosespotlight.com/collins-in-our-housing-market-is-it-a-better-time-to-buy-or-sell>
- <https://apnews.com/press-release/globe-newswire/business-california-gavin-newsom-san-jose-housing-policy-aadab7c745d9285feb197db53476ad24>
- <https://www.mercurynews.com/2021/06/29/homebuyer-fatigue-bay-area-home-sales-slow-as-prices-soar>
- <https://sanjosespotlight.com/a-deep-dive-into-the-san-jose-condo-market>



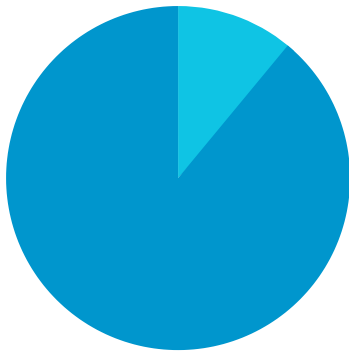
FINANCIALS

INCOME STATEMENT (JANUARY 1- DECEMBER 31, 2021)

Revenue

Dues and Fees	\$ 2,573,129
Activities & Other	\$ 306,424
Total Revenues*	\$2,879,553

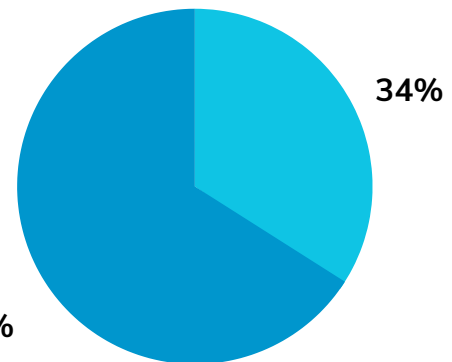
11%



Expenses

Program Expenses	\$1,668,573
Management & General	\$ 849,480
Total Expenses	\$ 2,518,053

66%



89%

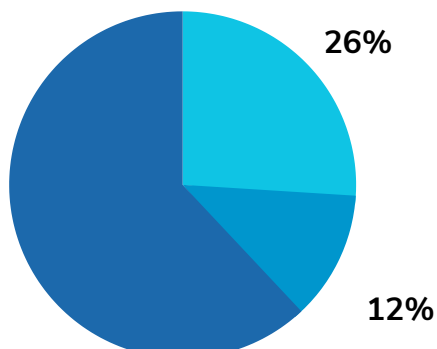
*Revenue does not include gain/loss from MLS Investment to reflect SCCAOR operating performance

STATEMENT OF FINANCIAL POSITION (DECEMBER 31, 2021)

Assets

Current Assets	\$ 2,538,340
Long Term Assets	\$ 1,204,864
Property & Equipment	\$ 6,193,904
Total Assets	\$ 9,937,108

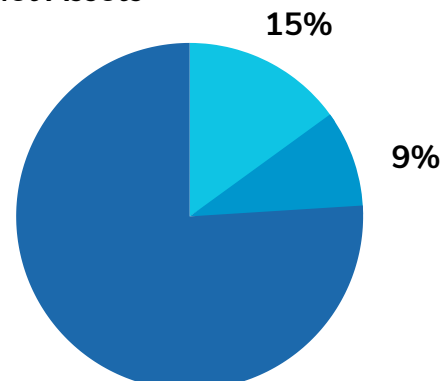
62%



Liabilities

Current Liabilities	\$ 1,476,623
Long Term Liabilities	\$ 940,006
Net Assets	\$ 7,520,479
Total Liabilities & Net Assets	\$ 9,937,108

76%



2021 AWARD RECIPIENTS



Kelly Hunt

REALTOR® OF THE YEAR



Ramzey Amireh

AFFILIATE OF THE YEAR



Gustavo Gonzalez

PRESIDENT'S CHOICE &
VOLUNTEER OF THE YEAR AWARD



Jenny Dodgson

TRACEY LEE EXCELLENCE
IN SERVICE AWARD

2021 CORPORATE SPONSORS

Double Diamond Sponsor



Diamond Sponsors



BANK OF THE WEST
BNP PARIBAS

Thank you 2021 Corporate Sponsors!