

2013 annual report

This report is intended to provide you with a brief synopsis of some of the highlights of the Capital Area Association of REALTORS® from January 1, 2013 through December 31, 2013.

Administrative

Bylaws

In 2013 the association adopted comprehensive bylaws changes to allow for such things as absentee voting, proxy voting, electronic voting and virtual participation in meetings, to name a few.

Membership

As of December 31, 2013 CAAR's REALTOR® membership was 510 reflecting a marginal decrease from the 518 members in 2012. Membership has declined over the past seven years as follows: 510 (2013); 518 (2012); 566 (2011); 603 (2010); 628 (2009); 671 (2008); 705 (2007); and, 735 (2006).

Financial Performance

In spite of CAAR's continued decline in membership over the past seven years CAAR has managed to minimize any deficit spending. CAAR has NOT increased its annual membership dues since 1996 nor its MLS fees since 2003. Beginning with the 2015 dues investment an automatic 3 percent cost of living adjustment will be applied. For the 2014 budget year CAAR is anticipating no change in membership. Even after prudent budgeting measures CAAR is planning a modest deficit budget for 2014. The shortfall will be made up through the utilization of reserves rather than a reduction in services or an increase in fees.

Legal and Audit Status

The public accounting firm of Estes, Bridgewater and Ogden performed the annual review of the association's financial records for fiscal year ending 2012 and 2011. An unqualified opinion was issued and the audit report was approved by the Audit Committee as well as the Board of Directors.

Commercial Real Estate Network (CREN)



CREN Membership

CREN continues to maintain an active and stable membership with approximately thirty-six members.

State of the City Luncheon

For the seventh year in a row, in conjunction with the Greater Springfield Chamber of Commerce, CREN was the proud sponsor of the Annual State of the City Luncheon.



Networking

The monthly networking luncheons continue to serve as a popular way for CREN members to network. These luncheons have included guest speakers on various topics. While the luncheons offer face-to-face interaction the CRENTalk listserv gives members an opportunity to communicate effectively and efficiently in a virtual environment.



Sponsor Appreciation & Networking Reception

The invitation only Annual CREN Sponsor Appreciation & Networking Reception held on October 17, 2013 provided a great opportunity for commercial real estate practitioners and Affiliates Sponsors to interface with one another.

2013 Sponsors

CREN is very grateful for the support of various sponsors this past year.

Bank & Trust Company
Carrollton Bank
First Bankers Trust
Springfield Business Journal
Illini Bank
Illinois Real Estate Title Center
Marine Bank
Warren-Boynton State Bank
Williamsville State Bank & Trust

CREN Membership Directory

In 2013 the CREN Membership Directory was updated and published. This continues to serve as a handy reference for both commercial practitioners, residential practitioners, affiliates and the public.

seebuildings.com

The association undertook a complete redesign of seebuildings.com in 2013, the official website of CREN, and incorporated the new website prominently within www.seehouses.com.



Realtors Property Resource® (RPR)

In 2013 CREN integrated its listing content with RPR. RPR tells the story of a home, neighborhood or city — beyond the listing — by compiling all the info revolving around subject parcel from the web into one, easy to use system that

conveys the information in an agent/brokerage-centric and brandable way.

Community Service

Over \$15,000 Donated to Contact Ministries

The benefactor of the association's fundraising efforts this past year was Contact Ministries which is a 501(c)



(3) organization. The money raised was used to renovate the Emergency Shelter space and make necessary purchases. The facility will provide a place to sleep, a meal, a hot shower, and the ability to do a load of laundry. The renovation was quite extensive including new ceiling, floors, wiring, windows, plumbing, restrooms, beds, mattresses, tables, appliances, and outdoor concrete repairs.

Holiday Giving

The 2013 holiday party again served as a means of collecting toys for the less fortunate with several dozen items being donated to the Central Illinois Foodbank's Kid's Café in memory of Steve Unverzagt. Additionally, the Community Service Committee raised nearly \$1,000 in individual contributions to enable them to host the 10th Annual Holiday Party for area Foster Children.

Economic Development

After assuming a leadership position in the community by becoming one of the first to support the economic

development strategy of the Greater Springfield Chamber of Commerce (GSCC) and the Quantum Growth Partnership (Q5), in 2013 CAAR renewed its investment in the second Q5 initiative intended to take us through 2016. CAAR will maintain its position as a Major Investor with an annual contribution of \$12,500.



Equal Opportunity in Housing

Homeownership Coalition for People with Disabilities

The association continues to support the Homeownership Coalition for People with Disabilities by providing financial support to the Coalition's homebuyer counseling program and by supplying supporting information for its grant applications. Additionally, some of CAAR's members serve as instructors for the program which is available to all area homebuyers. In 2013 the Coalition assisted 8 families in getting into homes and over the past eleven years has assisted 218 families.

Home Sales

For the Capital area as a whole, sales of single-family homes (including townhomes, condominiums and coops) amounted to 3,733 during 2013, up 6.0 percent from 3,523 home sales in 2012.

There were 604 foreclosure sales in 2013 (16.2 percent) reflecting the highest level on record. The Capital area median existing single-family home sale price during 2013 was \$110,000, reflecting an decrease of



3.6 percent over the 2012 price of \$114,000. Total dollar volume of residential sales reported sold through the MLS in 2013 was \$483.9 million versus \$467.5 million in 2012.

Legislative Advocacy

Local Issues Watch

Your local association represents Capital Area REALTORS® by making your voice heard at City Halls and County Boards on issues that affect your profession, the real estate industry and the rights of private property owners.

Rail Consolidation

The association continues to lobby for and support 3rd Street Rail consolidation along the 10th Street corridor.



Business Licensing

The association worked with Ald. Cory Jobe to mitigate unintended consequences of his proposal to impose certain disclosures and restrictions on the application for business licenses in the City of Springfield. Ald. Jobe eventually withdrew his proposal.

Impact Fees in Rochester

The association engaged the village of Rochester concerning the possible increase in impact fees and successfully advocated against them.

Rural Guarantee Loans

In 2012 the Village of Chatham was at risk of losing eligibility for participation in the US Department of Agriculture's Rural Guarantee Loan Program triggered by new census population numbers. The REALTOR® organization successfully lobbied for a continued

delay in the implementation of the 2010 Census data for use in their programs through 2013 and worked with Congress sending legislation to President Obama to sign that grandfathers communities that are currently eligible.

Springfield Code Enforcement

The association continues to work with the City of Springfield and Ald. Cory Jobe to enhance the code enforcement process as it relates to foreclosed properties. The goal of the changes we advocate would be to eliminate the potential for minor code violations to lead to the need for building registration and ultimately the requirement to obtain a certificate of occupancy before being removed from the registry. We are working to arrive at a solution to lessen the burden on these types of properties without compromising the intent behind the ordinance which is to target buildings with major ongoing code violations. The association and interested parties are in agreement in concept but efforts have been slowed by changes in the Corporation Counsel's office.



Developer's Agreement

CAAR continues to be involved in discussions to streamline the development process in the City of Springfield. The association continues to be actively involved in this process in an effort to arrive at a formula that is fair and equitable for all real estate developers and one that is legal.

Downtown Housing Study

The Association was awarded a \$5,000 Housing Opportunities grant from the NATIONAL ASSOCIATION

OF REALTORS. The grant money was used to partner with other interested groups through the Q5 initiative to enlist the services of a consultant to provide a comprehensive analysis of the housing market in the traditional downtown urban core of the City of Springfield. The completed study provides important data and research and recommend strategies to satisfy current and future downtown housing needs, with emphasis on specific areas that could be most efficiently utilized.



Annual Lobby Day

In excess of 20 CAAR members attended the Illinois Association of REALTORS® Housing Leaders Conference and its Annual Lobby Day and lobbied our local legislative delegation to help advance the REALTOR® position on a variety of issues.

REALTORS® Political Action Committee (RPAC)

For the fiscal year recently concluded on October 31, 2013 CAAR raised a total of \$32,914, reflecting a 23.2 percent increase over the \$26,706 raised in 2012. The 2013 effort reflected 421 percent of goal, a 58 percent member participation rate and a \$63.30 per capita contribution. CAAR's 421 percent of goal in 2013 surpassed its 327 percent in 2012, 311 percent in 2011 and 297 percent in 2010. A special thanks to all of those members who made these fundraising efforts a success.

2013 Board of Directors



Don Cave
President
Coldwell Banker
Honig-Bell



Steve Myers
President-elect
Myers Commercial
Real Estate



Michael Buscher
Secretary/Treasurer
The Real Estate Group



Todd Musso
**Immediate
Past-president**
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Kaye Brittin
RE/MAX Professionals



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MLS Chair
Campo Realty



Kim Elliott
The Real Estate Group



Lisa Ernst
The Real Estate Group



Suzie Fessler
RE/MAX Professionals



Jane Hay
The Real Estate Group



Malia Hepburn
Kennedy Real Estate,
Ltd.



Kevin Jarvis
Century 21
Real Estate Associates



Ed Mahoney
RE/MAX Professionals



Jerry Skilbeck
Wrightsman-Musso,
Ltd.

Marketing & Member Services

Member Appreciation Week

CAAR's Fourth Annual Member Appreciation Week "CAAR Palooza", sponsored by SentiLock, was a popular two-day event in June whereby members were treated to lunch and some great informational sessions.

Broker Outreach Sessions

CAAR continues to reach out to its broker members continuing its twice-annually "broker outreach programs". These sessions feature important MLS and association updates. For the sixth year running, this outreach served as an effective vehicle for two-way communication between the brokerage firms and CAAR.

Leadership Academy

CAAR's third straight "Leadership Academy" graduated eleven candidates who participated in sessions consisting of five half-day modules over a three month period. Attendees learned about legislative advocacy, association governance, communications and public relations, and leadership, just to name a few.



Office Staff Workshop

CAAR's fifth annual workshop for office staff and administrative support people was held with approximately 25 or so in attendance.

SeeHouses.com

2013 marked a significant milestone for the association as it completed a complete redesign of its website located at www.seehouses.com. The newly redesigned website provides both a consumer portal and

a member portal chock-full of helpful information and provides a much better user experience. These enhancements will contribute to even higher levels of exposure for CAAR REALTORS® as well as CAAR Affiliate members.

Multiple Listing Service (MLS)



What's in a Name?

After years of confusion created by the name Multiple Information Service (MIS) the association changed the name back to Multiple Listing Service (MLS).

Mobile Property Search App

The MLS partnered with Smarter Agent to provide Capital Area consumers with the latest mobile technology available to quickly and efficiently locate properties in the Capital Area marketplace using their mobile devices. The app is available for the iPhone and iPad in the Apple Store and for the Android in the Play Store (search for the key word "Seehouses"). Members also have the ability to subscribe to a branded app that will direct leads to them.

REALTORS Property Resource® (RPR)

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Breakfast Meetings

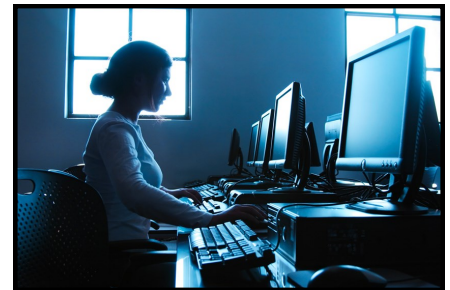
The MLS held various breakfast meetings which featured presentations from:

- Greg St. Aubin, Director of Government Affairs for IAR;

- Dr. Kevin Dorsey, Dean of the SIU School of Medicine;
- REALTORS Property Resource (RPR) presentation; and,
- Chris Bird, tax specialist.

Real Estate Technology Advantage Center

The MLS continues to assist its subscribers in making the most of their technology tools through the continued offering of beginning and advanced InnoVia training, InnoVia CMA training, Prospecting & Buyer Match training and transaction management training including instruction on digital signatures. The MLS will go on location to train in offices with a minimum of five students.



CoreLogic InnoVia System Enhancements

The MLS continued to improve on its state-of-the-art MLS with the addition of various enhancements including:

- more robust IDX offering;
- further integration with TM;
- host of new statistical reports; and
- enhanced public search engine.

MLS DataChecker

The MLS DataChecker program enables CAAR to automate the process of validating the quality and accuracy of the MLS data and enforce the correction of violations. In 2013 a total of 2,701 data corrections were made to property listings as a result of DataChecker.



Transaction Management

MLS Subscribers continue to embrace the benefits of the TransactionDesk transaction management system as the system continues to improve and evolve as the system rolled out some robust



mobile enhancements in 2013. Overall usage of the system increased in every meaningful way in 2013.

- 26,854 logins reflecting an increase of 36.5 percent (82.3 percent from two years ago);
- 74,507 forms created resulting in an increase of 31.1 percent (134 percent from two years ago);
- 6,889 transactions created resulting in an increase of 15.9

percent (117 percent from two years ago);

- 12,802 documents uploaded into the system resulting in an increase of 28.1 percent (126 percent from two years ago); and,
- 2,605 digital signings were performed in 2013. During the fourth quarter of 2013 there were 187 subscribers (an increase of 179 percent) performed 576 digital signings (an increase of 208 percent)

Data Feeds and Related Services

The MLS is spending an increasing amount of time assisting managing brokers and third party vendors with requests for data feeds to populate office back-end systems, IDX websites and third party applications. In 2013 staff completed a comprehensive audit of all IDX

websites to ensure compliance with IDX policy.

ListHub

The MLS continues its affiliation with ListHub (www.ListHub.com) which is a data syndication service that efficiently and effortlessly sends broker's listings, at their option, to up to 60 or so different partner sites populating up to 600 different websites.

Miscellaneous Web Issues

Staff appears to be dedicating more and more time to assisting members with troubleshooting relative to their listings appearing or not appearing on various websites and portals.



Capital Area Association of REALTORS® 2013 Committee Chairman and Vice-chairman

Advisory

Todd Musso

Board Of Directors

Don Cave

Steve Myers

Capital Area REALTOR® Fund

Todd Musso

Community Service

Sherry Washburn

Lisa Ernst

Commercial Real Estate Network

Sandy Hamilton

Kevin Graham

Education

Debbie Lewison

Executive

Don Cave

Steve Myers

Finance

Mike Buscher

Forms

Kevin Jarvis

Governmental Affairs

Ed Mahoney

Jim Rychel

Grievance

Patti Bauer

Laura Catherwood

Multiple Listing Service

Kristie DeBrun

Joe Curvey

Marketing & Member Services

Dana Lyons

John Fidler

Nominating

Todd Musso

Professional Standards

Suzie Fessler

Nick Campo

REALTOR®/Affiliate

Jennifer Benanti

Aaron Sapp

REALTOR®/Developer

Ed Mahoney

John Klemm

Social

Stephanie Ferguson

Ayrin Ramey

Awards Selection Task Force

Cindy Nagle

Leadership Development Work Group

Linda Nelson

Susan Madison

Seehouses Website Task Force

Cheryl Dambacher

STAFF

Diane Ahern, Bookkeeper

Neil Malone,
Government Affairs Director

Kathy Nichelson,
Director of Member Services

Vicki Oldfield,
Receptionist/MLS Secretary

Daniel R. Sale, CAE, RCE,
Chief Executive Officer

Cathy Wagner, MLS Director

Professional Development

Managing Broker Continuing Education

A considerable amount of staff time was spent helping Managing Brokers understand what their educational requirements were to renew their license and in offering the required courses.

Continuing Education

CAAR continues to deliver top-notch continuing education instruction in conjunction with the Illinois Association of REALTORS®. CAAR offered countless continuing education courses throughout the



past year resulting in several hundred continuing education credits. Additionally, CAAR proctors exams for those individuals taking IAR's home-study CE courses.

Affiliate Members

The association is blessed to have such a vibrant and active Affiliate membership. The 31 association sponsors and nine CREN sponsors are the most ever recorded in a year. This past year we added the "Sponsor Corner" to the REALTOR Review as a way for our sponsors to highlight a major activity or event.

Affiliate Membership Drive

The association embarked on a major new Affiliate member drive that was successful beyond compare with a total of 62 new Affiliate members recruited resulting in a total of 275 Affiliate Members.

Affiliate Reference Guide

The residential affiliate reference guide that is very popular with CAAR members and the public was also redesigned. Additionally, the association continues to produce a similar reference guide spotlighting commercial affiliates.

Break-for-Hot-Topic

In 2013 the REALTOR® & Affiliate Committee offered valuable networking and learning opportunities for all members. Educational programs were held on several topics including:

- wine down with the Affiliates;
- mortgage finance programs;
- appealing your property taxes;
- panel of appraisers;
- personal health segment;
- putting digital signatures to work;
- InnoVia update;
- IAR membership benefits; and,
- property tax appeals;

REALTOR® Store

The CAAR retail store completed its fourth full year of operation and continues with a full complement of products.



Professional Standards

Code of Ethics Training and Enforcement

The Code of Ethics celebrated its 100th Anniversary in 2013. CAAR responds to questions from members as well as the public pertaining to

possible ethics violations and commission disputes. Staff works with members and the public to explain options with regard to filing a complaint or initiating a mediation or arbitration request. Staff works with the association's Grievance Committee and Professional Standards Committee to process complaints and arbitration requests as they are received.



In January of 2013, 14 CAAR members attended the day long professional standards training provided by the IAR. In 2013 CAAR staff responded to approximately 4 arbitration-related complaint calls, 15 ethics-related complaint calls and sent out 6 complaint packets. Five written ethics complaints were received, two were dismissed, one held in abeyance and two hearings held with no violations being shown in either case. There were no arbitration complaints.

IAR & NAR Involvement

In 2013 thirteen CAAR members served on one or more IAR Committees. Additionally, past-president Phil Chiles was installed as IAR President, one of only 3 that have hailed from this association. A handful of members are also actively involved on NAR Committees and work groups.



Special Thanks to our CAAR Sponsors

DIAMOND



GOLD



SILVER



BRONZE

