

MINUTES
CAAR Broker Council Meeting
Tues., Feb. 14th, 2024
11:30 a.m. – 1 p.m.
Charlottesville Area Association of REALTORS®

In Attendance: Carol Carder, Kyle Lynn, Kyle Olson, Tom Pace, Donna Patton (Chair), Frances San Giorgio (Vice-Chair), Shannon Thomas, Justin Wiley

Absent: Robert Bailey, Donna Goings

Guest: President Anne Burroughs, CAAR Foundation Executive Director Dave Norris, CAAR Foundation Chair Greg Slater, CAAR Foundation Vice-Chair Michael Guthrie

Staff: Abby Tammen, Teresa Kirkhart (virtual), Lauren Graf

Chair Donna Patton welcomed the Council members and reviewed the Antitrust Statement.

Approval of the September Minutes: The September Meeting minutes were approved at 11:38 a.m.

CAAR Update

President Anne Burroughs delivered an update on the Q4 2023 market report, released last week.

She and President-Elect Josh White have been actively engaging in various media interviews and appearances, including CBS, NBC, Daily Progress, Vinegar Hill Magazine, and radio broadcasts.

The executive committee will be dedicating this summer to crafting a new strategic plan set to take effect on January 1, 2025, spanning a two-year period.

Amid ongoing NAR lawsuits, efforts are underway to consolidate the 19 current cases in central Illinois, a move supported by NAR. However, Burnett v. NAR remains exempt from this consolidation as it has entered the appeals process. While many brokerages have reached settlements, NAR persists in advocating for fair compensation.

President Anne Burroughs recommended [thehub.realtor](https://www.thehub.realtor) and [competition.realtor](https://www.competition.realtor) as essential resources for real estate professionals to stay updated on legal developments. CAAR will refrain from issuing talking points, as NAR has already provided comprehensive guidance. It was emphasized the importance of exercising caution in discussions related to lawsuits to avoid potential legal ramifications.

CEO Abby Tammen advised members of the 2024 Broker Council to prioritize what they believe is in the best interest of their agents and companies, suggesting consultation with brokerage attorneys for guidance on appropriate communication strategies.

Foundation Update

CAAR Foundation President Greg Slater provided an update regarding the activities, origins, and future objectives of the Foundation. Established by CAAR President, Anthony McGhee in 2017, the foundation officially obtained 501c3 status in 2021. Recently, the Foundation concluded the development of its Strategic Plan, transitioning seamlessly into a business plan and paving the way for the appointment of an Executive Director. The search for this position commenced in late 2023 and concluded last week with the official start of former Charlottesville Mayor, Dave Norris, as the CAAR Foundation's Executive Director on Feb.12th.

Emphasizing the inclusive nature of the foundation, President Greg Slater highlighted that it belongs to the collective, not merely an entity unto itself. With a commitment to maintaining at least 51% REALTORS® on its Board, the Foundation is dedicated to enhancing housing affordability in Charlottesville. Recognizing the shared mission with other organizations, the foundation seeks to establish collaborative partnerships.

Individuals are encouraged to reach out to members of the Foundation Board with suggestions for local organizations or non-profits working towards similar goals.

Furthermore, the Foundation serves as a valuable avenue for REALTORS® to engage with the community. Opportunities will soon arise for involvement in various committees, including those focused on fundraising and marketing. Members are encouraged to stay updated for forthcoming details.

CEO Update

CEO Abby Tammen has requested all members of the Broker Council to complete the signing of Appendix B, a document delineating CAAR's volunteer policy. This requirement applies to all volunteers for CAAR in 2024.

The current cycle of the NAR Code of Ethics, Cycle 7, is set to conclude on Dec. 31, 2024. It is mandatory for all REALTORS®, irrespective of real estate licensure status, to fulfill their Code of Ethics obligation during this period. Failure to do so will lead to membership termination. Members can ascertain their completion status for this cycle through the CAAR SSO Dashboard. They can meet this requirement by attending one of CAAR's Code of Ethics classes, taking a course via the CE Shop, or utilizing the NAR learning portal. It's important to note that not all external providers meet NAR's Code of Ethics criteria.

The nomination process for CAAR awards is now open and will close on Feb. 19th. This year, CAAR offers seven distinct award categories, with all recipients being announced during the March General Membership Meeting. Additionally, the induction into the Professional Honor Society will take place during this meeting. Some members of the Broker Council have expressed interest in nominating their agents but have cited time constraints within the nomination window and the lengthy application process. For any inquiries or concerns regarding the nomination procedure, individuals are encouraged to reach out to ali@caar.com.

CAAR has initiated advertising campaigns on streaming platforms, particularly Pluto TV, with positive reception from viewers accessing our commercials in both English and Spanish. During the holiday season, CAAR's advertisement was featured on the Hallmark channel, known for its popularity during festive periods.

Open Forum

What part of the NAR lawsuits concern you and/or your agents?

- There are numerous hypothetical scenarios surrounding buyer broker fees.
- Limited space exists in financial transactions to accommodate buyer representation fees.
- Many individuals lack an understanding of how real estate functions or are unaware of the lawsuit's status, leading to the emergence of conspiracy theories.
- Conversations about money are challenging due to people's reluctance to discuss financial matters.
- Some individuals are dismissing REALTORS®' opinions on these matters, assuming they are solely focused on preserving their reputation.
- The progress made by REALTORS® in establishing professionalism over time is perceived to be regressing due to these lawsuits.
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CAAR has organized a Buyer Broker & Listing Agreement class on Fri., Mar. 1st, from 10:30 a.m. to 12:30 p.m. at the Hillsdale Conference Center. The class will be instructed by Attorney Michael Lafayette, who serves as the attorney for RAR.

On Mar. 6th, the Broker Forum will commence at 10:30 a.m. All individuals holding a Broker's license are welcome to attend. Following the Broker Forum, the two-part series "Creating Your Successful Exit Strategy (Part 1)" will begin. Participants seeking credit must attend both sessions. However, for those not seeking credit, taking both classes is not mandatory to access the content. Furthermore, attending Part 1 is not a prerequisite for understanding Part 2.

The Broker Council members play a vital role in determining topics for the Broker Forum, providing CAAR Staff with valuable insights into member needs and the current industry climate.

Vice-Chair Frances proposed that a Broker Forum class for 2025 focus on healthcare options for REALTORS®. CEO Abby Tammen reminded the Broker Council that Virginia REALTORS® offers a variety of healthcare options, all of which can be found on [their website](#).

Adjourn

Vice-Chair Frances San Giorgio reviewed the dates of the upcoming Broker Council meetings and important association events. The meeting was adjourned at 12:30 p.m.

Respectfully submitted, Lauren Graf, CAAR Staff