

MINUTES
Professional Development Group
Charlottesville Area Association of REALTORS®
Monday, November 13, 2023
3 p.m. – 4 p.m. In-Person

ATTENDANCE

Members in Attendance: V. Chair: Debra Cash, Brad Conner, Angela Hawkins, Marcella Johnson, Melissa Moody, McAnalle Neal, Alex Rayfield, Ty Smith S. Yuri Reese, BOD Liaison: Jessica Russo,

Staff in Attendance: Teresa Kirkhart and Lauren Graf

Excused: BOD Liaison: Pam Dent, Chair: Sasha Tripp, Arleen Yobs, Ashleigh Abrams

Absent: Jessica Goins

CALL TO ORDER

Vice Chair Debra Cash called the meeting to order at 3:02 p.m.

MINUTES

The approval of October Professional Development minutes was MOTIONED, APPROVED, and SECONDED at 3:05 p.m.

BOARD UPDATES

No board updates because the Board Members were not at the meeting during the time of the updates.

OLD BUSINESS

The Professional Development Committee has been proactive in shaping the agenda for the upcoming 2024 General Membership Meeting (GMM). Staff Liaison Teresa Kirkhart reviewed the GMM topics by examining the 2024 Education Catalog schedule.

General Membership Meeting

In 2024, there are plans for a total of five General Membership Meetings, complemented by a CAAR Expo that incorporates economic updates. These meetings are strategically scheduled throughout the year in Feb., Mar., May, Nov., Dec., and the CAAR Expo in Sept. Given the communication challenges with Virginia REALTORS®, Staff sought the assistance of Pat Widhalm, who is putting together a “Contract Updates” panel for the first GMM of the new year.

The March GMM will feature CAAR's Honor Society, and CAAR Staff and Free Enterprise Forum CEO, Neil Williamson, is organizing a panel discussion titled "Is Smart Growth, Smart?" In the same vein, Dr. Jenny Inker will return for the May GMM to discuss the Senior Market and assisted living, following her insightful presentation on Ageism at the October Latte & Learn. Professional Development Committee member Alex Rayfield will lead a practical discussion on Energy Efficiency, covering topics like pearl certifications, code changes starting January 1st, the 21-building code, and tax rebates.

Concluding the year, the December GMM will witness the Installation of the 2025 President and Board of Directors. Tradition dictates that the 2025 President will curate this event, selecting a speaker and topic to set the direction for the upcoming year, showcasing CAAR's commitment to leadership and excellence.

Designations & Certifications

CAAR will once again be hosting all 10 Graduate, REALTOR® Institute classes. CAAR is encouraging more new REALTORS® to obtain their GRI Designation, especially since they can obtain all 30 Post-License Education (PLE) hours through the 10 classes. CAAR is partnering with Greater Piedmont Association of REALTORS® and the Blue Ridge Association of

REALTORS® for the 2024 GRI program. This partnership allows other associations who do not have an education program to take part in some of CAAR's classes.

The Accredited Buyers Representation (ABR®) class is returning to CAAR. This class has been split up into two sessions on Feb. 22nd and Feb. 23rd. These classes are the first steps towards obtaining an ABR® Designation. Additionally, REALTORS® can obtain all 16 Continuing Education (CE) credits through this course. Board Liaison Jessica Russo provided a testimonial for the ABR® classes: "ABR® defines the responsibility and techniques for working with buyers. It also explains how to show value and why buyers' agency is important." Brad Conner also provided a testimonial "I got a lot out of the training. There is a lot of information. ABR® set up what a buyer's agent is."

Bias Override is another class that is coming back to CAAR. The class will be on March 4th. NAR has set new requirements for 2025 Directors. Bias Override is now a required course to run for a Board of Directors position for the 2025 year, along with At Home with Diversity and Fairhaven.

Technology

CAAR's Technology series did not do as well as planned. Multiple classes were cancelled due to low registration. For 2024, the only CAAR Technology classes on the schedule are Paragon, RPR, and CRS.

Latte & Learn

The 2024 Latte & Learn classes were planned by the Professional Development Committee and YPN. The committee thought the following topics should be addressed: Pricing Strategies, Due Diligence and Land Surveys, Cash Contracts, and Appy Hour. YPN created interesting topics such as: How to Navigate Bidding Wars and Working with Historical Properties. These classes remain free and virtual for the members.

New Member Incentive

New Member Incentives are going to be held twice a year at CAAR, once on March 5th and the second time on October 16th. These classes are "How to Avoid Being the Agent No One Wants to Work With" and "Listing Entry Workshop: AKA How to Not Get a Fine in the MLS."

Pat Jensen Leadership Academy

Pat Jensen Leadership Academy is returning in 2024! The Online application opens on March 1st and will close on May 31st. There will be 7 sessions which includes a Capstone project. The PJLA program will begin on September 26th with a Team building exercise and a welcome reception that includes the alumni.

Broker Forum

The Broker Forum is scheduled three times in 2024: Mar. 1st, Jun. 20th, and Nov. 20th. Following each forum, three classes will be offered, covering topics such as "Creating your Successful Exit Strategy – Part 1 and 2" and "Tax Exemption for REALTORS®." Both classes have been submitted to DPOR for continuing education credit.

During the meeting, Staff Liaison, Lauren Graf, provided a comprehensive overview of the 2024 Education Catalog. This is the second Education Catalog for CAAR that offers valuable insights into the educational opportunities planned along with instructions on how to register, how to cancel a registration and how to explore license information from DPOR.

Committee members were encouraged to explore the catalog for a detailed understanding of the diverse educational offerings available to enhance their skills and knowledge in the real estate

field. They were provided a temporary link (until posted on website) for the 2024 Education Catalog: <https://bit.ly/CAAREducationCatalog>

NEW BUSINESS

No New Business.

NEXT MEETING

Dates will be decided based upon the new Chair's schedule.

IMPORTANT DATES

- Nov. 23 & 24 -Thanksgiving Holiday – CAAR Offices Closed
- Dec. 4th – Paragon Training w/Paragon Trainer
- Dec. 7th – GMM/Installation
- Dec. 11th – Pancakes & Politics
- Dec. 13th – DEI: Credit Inequity & Housing Access
- Dec. 25th & 26th – Christmas Holiday-CAAR Offices Closed
- Jan. 1st & 2nd – New Year's Holiday – CAAR Offices Closed Adjourned at 3:39 p.m.

ADJOURNMENT

Vice Chair, Debra Cash adjourned the meeting at 3:39 p.m.