

**MINUTES**  
**Professional Development Group**  
**Charlottesville Area Association of REALTORS®**  
**Monday, April 10, 2023**  
**3 p.m. – 4 p.m.**

**ATTENDANCE**

Members in Attendance: Ashleigh Abrams, Brad Connor, Jessica Goins, Angela Hawkins, Marcella Johnson, Melissa Moody, McAnalle Neal, Alex Rayfield, S. Yuri Reese, Ty Smith, Arleen Yobs, Chair: Sasha Tripp, V. Chair: Debra Cash, BOD Liaison: Pam Dent, BOD Liaison: Jessica Russo. **Staff in Attendance:** Teresa Kirkhart

**Absent:** Walter Johnson

**CALL TO ORDER**

Chair Tripp called the meeting to order at 3:03 p.m.

**MINUTES**

A **MOTION** was **MADE**, **SECONDED**, and **APPROVED** to accept the March 6, 2023; meeting minutes as presented.

**BOARD UPDATES**

Board liaisons reported no updates.

**OLD BUSINESS**

**Technology Series – Revamped**

This series has not inspired any registrations thus far. The first class was postponed to market more and hopefully receive registrations. It did not. Staff worked with the instructor, Matthew Rathbun and he came up with three awesome topics:

Practical AI, Tools to Advance Your Real Estate Business – May 4, 1- 3 p.m. Virtually

Productivity: Creating Time – Sept. 14, 1-3 p.m. Virtually

Evil Robots & How to Defend Against Them, Nov. 1, 1-3 p.m. Virtually

The fee was lowered to entice registrations from \$\$25 to \$15 for members.

**2023 GMM Nov 2<sup>nd</sup> Meeting**

The group had a project team to work on the topic, Working with Builders. This would consist of 3 builders. We would follow up with a class on Land shortly after. Prior to the event we will create a resource in collaboration with BRHBA that lists builders, price points, area, if they are design/build, and their strengths. The affiliates that would be good candidates for the panel are Bramante and Dominion. We would also look at non-Affiliates that might have a good person to try to pursue for the panel.

**2024 Education Survey**

The group reviewed the results of the survey with 80 members completing the survey. They found that 72.50% of the membership is seeking continuing education classes to fulfill their DPOR requirements. CAAR has built a schedule that offers the full 16 hours quarterly (Jan., Apr., Jul., and Oct.) and the broker CE Day in Apr. and Oct.

The most valuable National Association of REALTORS® Certification is Real Estate Negotiation Expert (RENE) 37.18% even though we just offered it in March of 2023. Many were unable to attend due to other commitments. The Pricing Strategy Advisor (PSA) 25.64% was the other favored certification.

The designation results show that the most valuable is the Graduate, REALTOR® Institute (GRI) 41.03% which we hold throughout each year. The Certified Residential Specialist (CRE) came in second with 38.46% and the Accredited Buyer's Representative (ABR) 33.33% was third in the responses.

The survey also showed that 41.25% of the membership likes to learn in-person and 33.75% said they like the combination of in-person, virtual with a CAAR instructor (Zoom), Live Virtual Event with CAAR instructor (Zoom), and online on-demand.

The survey also showed that only nine members are seeking to work towards a broker license.

### **Aging & Senior Care Resources**

Staff reached out to this group in response to their inquiry about CAAR by adding their link to the website. Staff received no response.

### **NEW BUSINESS**

#### **Cyber Security Identity Protection**

The group had guest, Robert Siciliano to talk about his class on Cyber Security Identity Protection. He stated he has the class approved in other states but not Virginia. He has a six hour, or he can break it down to a three-hour class. The staff is researching speaker fees to determine if it is feasible for 2024.

### **Next Meeting**

May 15th – 3 p.m. via Zoom

### **Important Dates**

- a. 4/13 – Broker CE Day
- b. 4/17 – CE Day 1
- c. 4/18 – Paragon Training
- d. 4/20 – Broker Forum + Class
- e. 4/21 – YPN Latte & Learn
- f. 4/27 – CE Day 2

### **Adjourn**

The meeting was adjourned at 4:14 p.m.