

Wednesday, September 25, 2024
Strategic Planning and Finance
Jennifer Lawson - Region 31 Liaison

Overview State of C.A.R.
Phil Hawkins, CEO

Membership 199,500 2024

Building price \$16,500,000
\$11M Down
Seller financing \$5,500M

Cash Investments: Most in JP Morgan account - \$11M
Performance 6.25%

CAR Calls — 500 calls a day into Call Center - 31% increase over last year

52,952 Legal calls

87,181 members touched this year through town halls, webinars, etc.

Migrating to IMIS - engagement Management System - Retire Rappatoni
This will take about two more years to complete — half way through process
Slow rolling this to members

Prop 5 formerly ACA 1
CAR is neutral after negotiations.

Prop 33 expands local governments authority to enact rent control to SFR Repeal
Costa Hawkins— Opposed

BOD Meetings:

No destination chosen for Winter meeting 2027

Winter is most difficult for housing location.

Cost is difficult

Can meet Virtually

Task Force in 2021 Report says its valuable to make that happen. Recommendation was to have two in person meetings and one virtual.

Treasurer Mark spoke about the report - More people will volunteer if there were only two meetings because a lot of people cannot do three meetings a year - time and money.

NAR Liaisons

Don Fought

Very cost conscious right now

Sliced \$20M out of budget

Four year payment plan for the lawsuit- using reserves to pay \$417M

Membership numbers expecting to decline

Dues will not be increased for NAR next year

REBS - Otto and Debbie

Gross revenue is at 109%

24 partnership programs

Mediation Update - is down

Zipform - 155,030 members use

Total transactions up 4% this year

Education - Gross Revenue \$1,008,000

Online ED - Net income up 20% YOY

C.A.R. CARES Task Force

Assess all five 501c3s - Charitable Foundations and place them under one umbrella

Engaged with 2000 members and AEs to gather data through surveys

1700 everyday members surveyed — most have never participated in leadership

HAF rated high

Members asked if they were willing to help — Ambassadors or soliciting

27% of members said they would give to the foundation

Recommendations for Phase 2 - moving forward

Organizational phase in 2025 - legalities and technology

Rollout in 2026

Hire a full time staff person to oversee all of five foundations

Explore placing Foundation donations on Dues billing

Help provide AORs with guidance with their foundations

Motion carries for CAR CARES to move forward

Committee approved the \$100K for new staff person

President Melanie

Action Item:

Beginning in 2027 C.A.R. will conduct two in person meetings A spring business meeting the last week of April or the first week of May and a Fall Business Meeting in September or October.

Discussion: - Edge Leadership meeting will continue in person in the fall for engagement with other leaders. However, Edge only serves a small portion of membership.

Member engagement is struggling especially for the next generation leader. Mel said that local AORs can have that time and money to engage with their local members.

The Leadership Academy must have homework to go home and “shake the tree”

We are losing some talent due to the time/money commitment

Virtual meetings get about 50% engagement...

More Members are focussing on their own businesses

Committees are meeting over Zoom these days

NAR went from three meetings to two — more decisions were made by staff and Leadership

Be more in touch with local AORs

Leg day is the most valuable meeting to bring members to engage them with CAR

Motion Approved — goes EXEC and to the BOD

HAF - Motion to Approve Santa Clara County Grant Request to match their \$50K to assist 10 households.

Motion Approved

2024 Financial Statements Review

Revenue \$54,198,000

Motion to approve Financial Statements

Motion Passes

2025 Budget

CAR Revenue \$48,611,800

CAR Expenses \$49,361,300