

Strategic Planning and Finance  
C.A.R. Meetings, Anaheim

Steve Delmartini

I'm reporting on Strategic Planning and Finance for September 20, 2023

My report is as follows:

1. CAR Partner Programs - there are over 20 programs/partners available to CAR members such as Real Grader, Homebot, Avocado, UPS, Sellers Shield etc... These companies offer discounts and more to CAR members. Find all partners under "YOUR C.A.R.", partner programs.
2. There were approx. 79,000 calls to the CAR Hotline in 2022.
3. There were approx. 86,000.00 call to Customer Contact Center.
4. The new member fee is going up in 2024 from \$100.00 to \$200.00
5. The 2024 CAR member dues is going up from \$156.00 to \$162.00 This is a 3.9% increase. The increase is tied to the statewide annual cost of living.
6. It was reported that approx. 16% of the California Gross Domestic Product is related to real estate in some way, shape or fashion. We are a force to be dealt with and the Strategic Planning Committee thinks we are NOT doing a very good job in leveraging this with the Legislators in California. This committee will take some time in the coming year to see what can be done.
7. CAR's total assets are \$129,300,000 with liquid reserves of approx. \$76.5 million which is down from the projected liquid reserves of \$80.1 million. \$76.5 million represents approx. 18.8 months of operations.
8. The forecast is that at the end of 2023 there will be approx. 210,700 members. The forecast for 2024 is that number will decline to approx. 193,600.
9. Strategic Planning will start to look at under performing "free" member programs to see which programs are not being used much but cost money to keep them active. There is much more to this committee, but my take is they do a pretty good job at analyzing the the budget. Committee members are not afraid to ask the tough questions when needed.

This ends my report. Thank you for your time.

Del