

2010 Annual Report

for the **HAMPTON ROADS REALTORS® ASSOCIATION**



E D U C A T I O N
R E P R E S E N T A T I O N
P A R T I C I P A T I O N

EDUCATION REPRESENTATION PARTICIPATION



Karen Gaskins
2010 Chairman
of the Board

As Chairman, it is not so much about starting and finishing a year, but accepting the “baton” of responsibility to implement the objectives of the Strategic Plan and then reset the finish line for the 2011 Chairman. While each Chairman attempts to put his or her mark on specific items, many strategic objectives take years to implement, refine and expand before the true impact is felt by members. As you read the accomplishments of this year, please remember that I represent all the efforts of the hundreds of volunteers and staff, who enable your association to achieve such successes annually.

New This Year



- Hosted mortgage licensing courses.
- Held escrow management courses for students who needed help with VREB violations.
- Installed projectors and sound system in multiple classrooms, enlarging the audience that can be accommodated via broadcasts.
- Secured domain name for I am one® campaign.
- Created “IAM1” stickers to distribute to all members as a thank you for paying dues.
- Published video of Chairman’s message.
- Held the New Homes Preview at Greenbrier Mall.
- Delivered entirely new concept for Circle of Excellencesm event.
- Brought in event speakers through Skype, allowing for a far greater selection of speakers, since travel time and expenses become a non-issue.
- Conducted webinars from HRRA.
- Created and implemented new dues payment plans.
- Launched the Technology Hotline.
- Hosted a Mid-Atlantic Top Producers Panel.
- Hosted a ReBar Camp.
- Leased significant office space at both 638 Independence Parkway and at 184 Business Park Drive. Sold 2500 Gum Tree Court.
- Created new partnerships to expand CE offerings.
- Hired a Sales Executive.
- Held two successful educational seminars focusing on the Asian and Hispanic cultures in Hampton Roads.
- Increased YPN awareness by having monthly socials to bring REALTORS® and Affiliates together for networking.
- Created the “Housing Advocate of the Year” award.
- Participated in the Virginia Association of REALTORS® convention as a partner, sponsor and vendor.
- Held private briefings with the Governor’s Cabinet at the REALTOR® Day on the Hill.

Leadership



- Printed selections in the Virginian-Pilot from many real estate industry articles submitted by HRRRA experts that addressed various aspects of the housing market in Hampton Roads.
- Awarded 12 HRRRA members NAR Emeritus status.
- Represented HRRRA members at national and state REALTOR® meetings, as well as formal appearances at civic organizations, service clubs, and with allied industries.
- Now have HRRRA members serving on the Virginia Real Estate Board - Cliff Wells and Sandee Ferebee.
- Recruited a highly talented slate of leaders for 2011.
- Developed HRRRA's 2011 Plan of Action at the Leadership Planning Session.

Circle of Excellencesm



The 2009 Circle of Excellencesm Awards reception was held at HRRRA Headquarters on March 19, 2010, celebrating the success of 567 recipients including the following:


- Honored 30 Longevity Recipients.
- Recognized 33 New Homes Sales Awards.
- Highlighted 47 Distinguished Property Managers.
- Honored 9 Distinguished Property Manager Longevity Recipients.
- Recognized 64 Teams and 13 Mega Teams.
- The 2009 REALTOR® Salesperson of the Year was Susan Rowe Horwitz.
- The 2009 Distinguished Property Manager of the Year was Dawn Crawford.
- #1 Salesperson of the Year: Kimberly Dawn Flourde.
- #1 New Homes Salesperson of the Year: Wendy L. Halman.
- #1 Team Award Winner: Kris Weaver Team.
- #1 Mega Team Award Winner: Chantel Ray Team.

Affiliates Council



- Held the annual kickball tournament against the REALTORS®, followed by a cookout at Bayville Farms. Donated non-perishable food items to The Dwelling Place.
- Conducted New Member Orientations for Affiliate members in January and May.
- Sponsored monthly HRRRA council and committee events.
- Sponsored educational courses provided by Alpha College of Real Estate.
- The Affiliates Council is the source for information on upcoming sponsorships available for HRRRA and Alpha College of Real Estate.
- Provided a Speakers' Bureau.
- Provided the Circle of Experts tips featured in eREALTOR®.
- Held a successful annual Wine & Cheese and Food Drive for the REALTORS® October 21. A food drive benefiting the Southeastern Food Bank was held during the event. Along with food items, over \$210 in cash and checks was collected at the event. Senator Northam presented a resolution to the family of Irving "Bud" Truitt, Jr., a REALTOR® and past president of HRRRA who passed away March 30, 2009.

Commercial Alliance



- Hosted a program January 28 featuring Deborah Stearns on "Weathering the Commercial Market in 2010" – over 40 attended.
- Held the Sales & Leasing Achievement Awards Banquet on February 25. HRRRA members and non-members

participated; over 140 attended. Award winners were featured in The Virginian-Pilot and The Daily Press.

- Provided new forms (Commercial Purchase and Sale Agreement and Commercial Deed of Lease).

Governmental Affairs



- Two Golden "R" and fifteen Sterling "R" contributions from members were made to HRRPAC.
- Lobbied the 2010 General Assembly to defeat overly burdensome fees.
- Successfully passed legislation to remove the potential \$3,000 fine for using temporary "For Sale" signs, ensure more accurate appraisals, and provide further protections for property managers.
- Interviewed 41 candidates for local city council elections and helped to organize a candidate forum in Virginia Beach.
- HRRRA members currently serve on the Chesapeake City Council, Norfolk City Council, Suffolk City Council, Virginia Beach City Council, Windsor Town Council, and various boards and commissions throughout the region.
- Participated in numerous local events, political fundraisers and governmental and business meetings in order to maintain a strong voice and ongoing

relationship with policy makers on behalf of all REALTORS® in Hampton Roads.

- Worked on local issues such as affordable housing, code enforcement, AICUZ disclosures, and military housing.
- Researched and alerted REALTORS® about changes to lead-based paint requirements, flood insurance funding, new account procedures at Virginia Natural Gas and Dominion Power, new AICUZ map, and VREB compliance inspections.
- Created the "Housing Advocate of the Year" award to highlight work being done by local public officials to support homeownership and the housing industry.
- Improved content on the Governmental Affairs page of the HRRRA website.
- Continued to bring in exciting speakers to cover important topics at Committee meetings and offered lunch through affiliate sponsorships.

I am one® Campaign



- Had a presence at the VAR Convention in Virginia Beach, where HRRRA representatives made contact with over half of the local association leadership from across the state.

- Launched a new website for both iamone.com and isyouragentone.com, as well as Facebook fan pages for both.
- Began work on refining materials for member use.

International Advisory Group



- Visited and toured the Port Authority.
- Featured Laura Rowe as a special speaker at the VAR Convention to discuss her award-winning book, *Aim High: Extraordinary Stories of Hispanic and Latina Women*.
- Created a 2011 plan of action that will provide for more educational topics to be discussed at each monthly meeting, two "Taste of All Nations" events throughout the year, and more networking opportunities.

New Homes Council



- Held a successful New Homes Preview, Saturday, March 20, at Greenbrier Mall in Chesapeake. Over 25 exhibits were featured in Center Court and surrounding corridors. Next year's event will be held March 12, 2011.
- Provided judges for TBA's Homearama to judge HRRRA's Most Livable Home.
- Held two "Blueprint Reading" classes with instructor Terry Gearhart, MIRM.
- Held a COE New Homes Awards Breakfast at Cahoon Plantation in Chesapeake.

Professional Standards & Grievance



- Held seven hearings dealing with potential Code of Ethics violations. Two were dismissed as no violations were found.
- Hosted first Professional Standards Road show for members of the Professional Standards and Grievance Committees, with Instructor Ann Palmateer.
- Mailed over 70 ethics and DRS complaint packets.
- Conducted five DRS mediations with HRRRA mediators.

Property Management & Leasing Council



- Hosted two educational seminars on Property Management issues; one of which offered CE credit.
- Encouraged Property Managers to work on Form Review Committee.
- Attendance increased dramatically among property managers.
- Reviewed and updated HRRRA's property management forms.
- Hosted guest speakers at nearly every meeting on topics such as rental inspections, smoke detector requirements; tenant agency bankruptcy; Legal Updates with Property Management Law Changes; Update on General Assembly and VRLTA; Disaster Planning; Legal Updates for Condo Associations; Foreclosures; How Property Managers are All Surviving in Today's Market and Bed Bugs, Gangs & Hoarders.
- Continue working on designing the Certified Residential Property Manager (CRPM) designation program through Alpha College of Real Estate.

REALTOR®/Lawyer Committee



- Averaged nearly 70 attendees at each of our monthly meetings.
- Educated members on VREB compliance investigations, the new Hud-1 and GFE requirements, new lead-based paint requirements, fraud issues, the HAFA program, and more.
- Created a REALTOR®/Lawyer page on HRRRA's website with information about meetings and copies of handouts.

Young Professionals Network



- Brought in a total of ten new Affiliate members.
- Increased YPN awareness by having monthly socials to bring REALTORS® and Affiliates together for networking opportunities.
- Held a four part education series on Social Media with a total attendance of over 150 REALTORS® and Affiliates.
- Held a REALTOR® Day on the Field with 100 REALTORS® and Affiliates at Harbor Park for a Tides Game
- Took a YPN Fishing trip, with 75 REALTORS® and Affiliates.
- Volunteered in a community service golf tournament with proceeds benefitting The Dwelling Place, a women's shelter in Norfolk, VA.

Alpha College of Real Estate



- Celebrated Alpha College of Real Estate's 26th anniversary this year.
- Participated in the Virginia Association of REALTORS® convention as a sponsor and vendor. Provided two continuing education sessions during the VAR Fall Business meetings to 160 students.
- Increased marketing efforts by cross marketing Alpha's programs and non-dues revenue benefit during other HRRRA classes and events, such as Orientation, REALTOR®/Lawyer and Affiliate meetings.
- Contributed articles regarding real estate education importance and the promotion of the Alpha College of Real Estate through a relationship with HRRRA'S Sales Managers/Owners Council and The Virginian-Pilot.
- Continued a Facebook and Twitter presence.
- Continued partnerships with member firms to offer in-house training courses and designation programs.
- Submitted RFPs to timeshare and out-of-area real estate firms to offer licensing programs at their sites.
- Participated in a military community real estate risk reduction program.
- Offered social media courses.
- Partnered with Advantage Computer Training to offer Microsoft and Excel Training.
- Held several Mortgage licensing courses and exam prep courses. Continued a partnership with Virginia Mortgage Lenders Association to offer mortgage licensing courses to its member firms.
- Partnered with the VA CRS Chapter to hold a profitable one day CRS class.
- Became a provider for the Military



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- Spouse Career Advancement Program
 - Continued success in the FAST TRACK to Success Broker Licensing Program which combined classroom with correspondence and offered flexibility to students. Offered the Property Management course to agents and had public attendance.
 - Co-sponsored with Williamsburg's Association of REALTORS® to host Broker Licensing and other courses.
 - Continued its reminder post card campaign to over 25,000 licensees across the state.
 - Offered continuing education classes in Norfolk, Virginia Beach, Chesapeake, Newport News, and in member firm offices in an effort to continue towards our goal of increasing our market share of Virginia's real estate continuing education market.
 - Continued partnership with REIN to be their provider of continuing education credits to their members and REALTOR® Store items.
 - Hosted 11 GRI classes locally.
 - Held numerous Short Sale seminars and designation courses.
 - Held North Carolina Exam Prep courses to students wanting to become licensed in North Carolina.
 - Conducted 11 new agent QUICKSTART® programs on the Southside and Peninsula.
- Provided member brokers an in-house new agent training program which carries the 30 hours of post licensing for their new agents.
 - Participated in several Virginia Real Estate Board and Virginia Association of REALTORS® education meetings which focused on instructor qualifications and regulation reviews.
 - Cosponsored with HRRRA'S New Homes, Property Management, Sales Managers and Resale Councils to provide continuing and post licensing education courses and credit to their programs. Worked with the local chapter of the National Association of Residential Property Managers (NARPM) to provide continuing and post licensing education credit for their chapter's education program.
 - Held successful Educate 4 Success events with over 200 agents in attendance.
 - Continued holding continuing education courses for tradesmen in the field of HVAC, Electrical and Plumbing.
 - Offered numerous pre, post and continuing education courses in North Carolina and in Virginia through the North Carolina Academy of Real Estate.
 - Continued an Award Recognition Letter campaign as a marketing program to numerous REALTORS® on the Outer Banks.

ALPHA
COLLEGE
of
Real Estate

NORTH CAROLINA
Academy of
Real Estate, LLC

educate4
Success!

The mission of the Hampton Roads REALTORS® Association is to enhance the ability of REALTORS® throughout Eastern Virginia to achieve business success in an ethical and professional manner, and to protect and preserve private property rights.

Center for 
Real Estate 

HAMPTON ROADS REALTORS® ASSOCIATION

I am one.®



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