2015 Annual Report
for the HAMPTON ROADS REALTORS® ASSOCIATION

Cooperate.
Educate.
Advocate.
“And now the end is near…” That’s what the late, great Frank Sinatra sang, and it is appropriate for this, our 2015 Annual Report. It’s hard to imagine that a year has already flown by since I became HRRA’s Chairman of the Board. To be sure, it has been a hardworking but fun-filled year.

My theme for this year was “Cooperate. Educate. Advocate,” so in addition to the contents of this report, I’d like to call out some specific things your association has done along these lines.

Cooperate: The Board of Directors concentrated on regional relationships, meeting with the leaders of contiguous local associations and looking for areas of cooperation and mutual support. The Board and I made a concerted effort to reach out to our neighboring association leaderships to present a unified front for southeastern Virginia. This gives us a better position when it comes to state-related REALTOR® issues.

Educate: Our Alpha College of Real Estate celebrated its 30th year of providing top notch educational services to our members. Course enrollments were up, and we enjoyed a prosperous year. I personally attended several conferences at the regional, state and national levels, which afforded me the opportunity to network with great leaders from other associations.

Advocate: One of our greatest roles as an association is advocacy for private homeowner rights and REALTOR® issues. This was an outstanding year in that regard. Our political action committee, HRRPAC, raised funds and supported local and state representatives that support these goals. Through our efforts, we now have stronger rights as homeowners and are safer as real estate agents. This ensures that our profession will remain vibrant for years to come.

It has been a distinct honor and privilege to have served as your association chairman in 2015. I will forever remember this time as one of my proudest accomplishments in my life.

My challenge to you is to be active in HRRA. This is your association, and if you want to make sure that it is doing what is best for you, get involved. Join a committee, council, or just attend any of the outstanding events throughout the year.

Cooperate. Educate. Advocate.

Rusty Hulett
2015 Chairman of the Board
HRRA by the Numbers

COUNCILS, COMMITTEES, & GROUPS

- Affiliates Council
- Appraisers Council
- Circle of Excellence Advisory Group
- Commercial Alliance
- Common Interest Community Forum
- Condo Advisory Group
- Government Affairs Committee
- Grievance Committee
- Global Real Estate Advisory Group
- I am one® Advisory Group
- The Network (YPN)
- New Homes Council
- Owners/Managers Council
- Property Management & Leasing Council
- REALTOR®/Lawyer Committee
- Resale Council
- Women's Council of REALTORS®

SPECIAL EVENTS

- Circle of Excellence
- Commercial Achievement Awards
- REALTOR® Day on the Hill
- Educate 4 Success
- New Home “March New Homes Madness”
- REALTOR® Day on the Field
- Kickball Tournament
- Chili Cook-Off & Tailgate Party
- Wine & Cheese Social
- Blueprint Reading Class
- Installation & Awards Ceremony

MEMBERSHIP

Active REALTORS®: 3,190
Pending REALTORS®: 126
Affiliate Members: 601

SELECTED SEGMENTS:

Principal Firms: 190   REALTOR® Life: 86
Branch Offices: 47   REALTOR® Emeritus: 63
Affiliate Offices: 153

(Data current as of 10/31/15)

SOCIAL MEDIA

1. HRRA’s Facebook Group (942 members)
2. HRRA’s Facebook Page (2,694 likes)
3. HRRA’s Twitter (990 followers)
4. HRRA’s LinkedIn (1,084 members)
5. HRRA’s YouTube (39 subscribers)
6. Alpha College’s Facebook Page (776 likes)
Members Going the Extra Mile

- Jay Mitchell elected as 2016 VAR Vice President
- Deborah Baisden is the 2016 VAR Immediate Past President
- Tanya Monroe and Cindy Hawks-White elected to 2016 Board
- Charlee Gowin continues to serve on the Board
- Many members continue to serve on various State and National Committees

Regional, State & National Efforts

- Concentrated on Regional Relationships, meeting with the leaders of contiguous local associations and looking for areas of cooperation and mutual support
- Attended and participated in NAR Leadership Forum, VAR Legislative Conference, NAR Mid-year Conference, NAR Leadership Summit, and NAR Convention

Working Hard at Home

- Nominating Committee selected slate for 2016
- Collected dues, running a few percent ahead of last year; offered multiple payment plans including a 12-month plan
- Received a clean audit from the CPA
- Offered free Agency continuing education to members
- Published monthly magazine with well-received editorial themes
- Published weekly eREALTOR® newsletter (via email and website)
- Enhanced Social Media presence and use
- Recorded and published dozens of videos on a variety of topics
- Hosted numerous RPR classes for agents, brokers and trainers
- Hosted the Leadership Orientation for training HRRA’s volunteers
- Investigated a number of new member services
- Achieved NAR Core Standards Certification

Giving Back

HRRA made a charitable contribution of $5,000 to Homes for Our Troops, a national non-profit organization founded in 2004. Homes for Our Troops is strongly committed to building specially adapted homes for the over 1,700 Service Members nationwide who have returned home with life-altering injuries post 9/11.

The veterans for whom Homes for Our Troops builds homes are among the nation’s most severely injured, with missing limbs, varying levels of paralysis, and traumatic brain injury. Homes for Our Troops assists these veterans and their families by raising money and by providing building materials and professional labor to coordinate the construction of a home that provides maximum freedom of movement and the ability to live more independently. HFOT provides these homes at no cost to the veterans.
Contributions

The Affiliates provided the Circle of Experts tips featured on eREALTOR®.

Continued to sponsor monthly Orientation, Government Affairs, REALTOR® Lawyer and Property Management meetings.

Continued to support and sponsor educational courses provided by Alpha College of Real Estate.

The Affiliate Council is the source for hearing about upcoming sponsorships available for HRRA and Alpha College of Real Estate.

Events

Member firms exhibited in the March New Homes Madness held on March 18. Over 30 exhibits were on display and all participants dressed in March Madness-themed costumes. The event was a success with over 200 in attendance.

The Affiliates, in conjunction with The Network, hosted their annual kickball tournament on May 6 against the REALTORS® at Woodstock Park in Virginia Beach. The REALTORS® took home the trophy! Non-perishable food items were donated to the Food Bank of Southeastern Virginia and after the tournament, and everyone went to the Eagle’s Nest Rockin’ Country Bar in Chesapeake to enjoy networking and great food.

Affiliate members participated as sponsors in the TMBA/HRRA golf outing held June 4 at Heron’s Ridge Golf Course.

Back by popular demand, the Chili Cook-Off/Tailgate Party was held September 17 at HRRA’s Headquarters. Over 18 different variations of chili were offered up to the membership. New this year, George Mason Mortgage sponsored the REALTORS® vs. Affiliates Skills Challenge, with a winning trophy up for grabs. Attendees brought non-perishable food items to benefit the Food Bank of Southeastern Virginia. First place, second place, and honorable mention awards were presented.

The annual Wine & Cheese Social was held October 21. Over 200 packed the room to sample great wine and food provided by the Affiliates. HRRPAC hosted a silent auction. Once again, members brought food and monetary donations to benefit the Food Bank.
ALPHA / Education

• This year is Alpha’s 30th Anniversary. Alpha launched the celebration at the leadership orientation with cake and balloons
• Through support of HRRA, Alpha continues to offer HRRA members ONLY Free Ethics CE and PL courses
• Increased our Broker opportunities to speak to our Principles students and to offer luncheons during these classes for a more detailed presentation of their company’s offerings
• Held Educate for Success program in April with NAR’s Dr. Paul Bishop, VAR’s Laura Farley, Attorney Dominic Lascara and others for a full day of CE, networking and food
• Co-sponsored a weeklong QUICKSTART© course and CE courses with SVAR
• Offered a free course on the new HUD disclosure requirements
• Monthly offerings of NAR designations so that HRRA members don’t have to go far to obtain this designations. Alpha will offer one of NAR’s newest CRB course in December 2015 Power Negotiator
• Continues to make presentations during new member Orientation on Alpha’s products and courses
• and to remind the new members that Alpha’s goal is to be a non-dues revenue source, and how that benefits them as members
• Continues developing a course outline and materials for training in transaction coordination or real estate assistant
• Continues to support councils with CE credit development and processing
• Participated in education meetings with the VREB and VAR

North Carolina Academy of Real Estate

• Had an increase in Broker Post-licensing students
• Attended Spring NCREC/NCREEA Conference
• Held a North Carolina CE course at Alpha in Chesapeake
• Still have a need for instructors on the OBX for the school
• Held our first Broker sponsored lunch for our Pre-licensing students
After a snowy February, we successfully hosted a rescheduled Sales & Leasing Achievement Awards event on March 11, 2015 at The Westin Virginia Beach Town Center. Over 130 attended.

We held a membership/networking event “Incentives for Commercial Real Estate: What’s’ in the Pipeline for Commercial Development?” on September 14 at Jani King in Portsmouth. Mallory C. Kahler, Interim Director, City of Portsmouth was the guest speaker. Century 21 Nachman sponsored the meeting.

Intro to Commercial 101 training sessions will be offered in 2016.

Future plans are to increase the number of commercial offices within the HRRA membership by offering workshops, scheduling office visits and educating the membership on the value of having commercial REALTORS® present in their place of business.

Kudos and Cocktails, the next Commercial Awards event, is scheduled for Thursday, February 25, 2016.

The 2014 Circle of Excellence Awards reception was held at the Renaissance Portsmouth Waterfront Hotel & Conference Center on Feb. 28, 2015 celebrating the success of 662 recipients including the following:

- Honored 29 REALTOR® Longevity Recipients
- Honored 4 Distinguished Property Manager Longevity Recipients.
- Recognized 36 New Homes Sales Awards
- Highlighted 53 Distinguished Property Managers
- Recognized 62 Small Teams, 12 Large Teams and 4 Mega Teams
- Highlighted 2 Outstanding Rookies
- New Homes Rookie of the Year award was given to Katrina Reese of Today Homes Realty
- Distinguished Property Manager of the Year Award was presented to Dusty Williams of William E. Wood & Associates
- REALTOR® of the Year Award was presented to Dayla Brooks of The Real Estate Group
- #1 Individual – Susan Pender with Prudential Towne Realty
- #1 Small Team – Donna Alexander & Jim McNaught from East Beach Realty
- #1 Large Team – Steve Doll Team from RE/MAX Alliance
- #1 Mega Team – Rhyian Finch Real Estate Team from 1st Class Real Estate
- #1 New Homes – Rob Mitchell from Rose & Womble Realty
Global Real Estate Advisory Group

- Held three (3) membership meetings with an average attendance of 25 members
- PNC Mortgage continued their Patron Sponsorship of GREAG for 2015

Government Affairs and HRRPAC

Attendance for the Government Affairs Committee meetings ranged from 60–80 members.

**Topics and Highlights**

**Jan**—Best Tips from the VAR Legal Hotline in 2014, Blake Hegemon, VAR

**Mar**—Report from the General Assembly 2015, Senator Kenneth Alexander, Delegate Barry Knight

**Apr**—City Economic Development Panel: Chesapeake, Portsmouth, Suffolk, and Virginia Beach

**May**—The Economic Impact of the Chesapeake Bay, off-site at the Brock Center in Virginia Beach

**June**—Strategic Growth Areas, Barry Frankenfield, Dir. Planning, Virginia Beach

**Aug**—Regional Economic Issue, Bryan K. Stephone, HR Chamber of Commerces

**Sept**—Sea Level Rise and Climate Disruption, Dr. Joe Bouchard

**Oct**—Latest news from VREB, Sandee Ferebee

**Nov**—Hampton Roads Economy and Housing: Forecast for 2016 - Risks and Opportunities, Dr. Larry “Chip” Filer

**Participation**

- Presented a position statement to Virginia Beach City Council in support of Light Rail Study
- Participated in the ODU Pilot Project for Regional Cooperation for Recurrent Flooding
- Presented a position statement to Chesapeake City Council regarding disclosure for required water/sewer connections
• Participated in the Portsmouth Public Information Project portion of its Flood Plain Management update

• Participation in the Norfolk Re-Write of the Comprehensive Zoning Ordinance

• Day on the Hill (DOTH) – HRRA participated with bus trip and about 65 total member attendance

• Drafted the recommendations for 2016 Legislative Action to the VAR Public Policy Committee

HRRPAC

Through HRRPAC, we completed interviews and made endorsements for 19 state legislators in Nov 2015 election cycle.

Through HRRPAC, we involved members in a Get Out The Vote calling campaign in critical legislative races.
“I am one®” Advisory Group and Public Relations

• Continued our partnership with The Virginian-Pilot to run the agent page/“I am one®” ad in the Home section once per month
• Had ongoing articles and coverage (just about weekly) in the Pilot’s Home + Living section, Inside Business and other publications as well as TV interviews and member/HRRA coverage through articles in main section of the Pilot
• Monthly REALTORS® on Call column in Home + Living
• New member-generated HRRA leadership Q&A column starting in the Pilot
• Implementated the “I am one®” postcard campaign using VAR mobilization funds (four rounds of mailings completed thus far)
• Held meetings of a new “I am one®” focus group to hone content for postcard mailings and plan future efforts
• Distributed hundreds of “I am one®” buttons to members at REALTOR® Day on the Field (and photo ops) at Harbor Park
• Ongoing “I am one®” presentations at member offices
• Ongoing growth of HRRA’s Facebook page (now triple the amount of followers it had in early 2014) and Twitter
• Weekly eREALTOR newsletter
• Publication of monthly, themed Hampton Roads REALTOR® magazine, with heavy content coaching and development
• Development of a new “Swag-ger of the Month” feature in the HRRA magazine honoring a member who supports the “I am one®” campaign by wearing the buttons, using the materials, etc.
• Monthly eblasts thanking and listing advertisers who support the HRRA magazine, with a link to the magazine
• Facebook postings thanking and listing advertisers who support the HRRA magazine, with photos of members reading the magazine
• Ongoing press release/photos efforts, resulting in press coverage mentioned earlier
• Ongoing “I am one®” presentations at new-member orientations
The Network (YPN)

• Held four education sessions for the membership; topics included marketing, tax planning, mortgage updates, open houses, and photography
• Hosted four social networking events to bring REALTORS® and Affiliates together for networking opportunities
• Held a REALTOR® Day on the Field in June with a sold-out crowd of 500 REALTORS® and Affiliates at Harbor Park for a Tides Game
• Held three supply drives to benefit Seton Youth Shelters
• Hosted a blood drive with the American Red Cross
New Homes Council

• Scheduled a Certified New Homes Sales Professional (CSP) course sponsored by NAHB. This is an intensive 3-day deep dive with exercises designed to strengthen your understanding of new home construction, followed by a final assessment to certify your knowledge and enable you to obtain the prestigious CSP designation; attendees earned their CSP designation

• Hosted the March New Homes Madness networking event on March 18 at the Chesapeake Marriott

• Held a spring and fall “Blueprint Reading” class with instructor Terry Gearhart, MIRM; each class had over 10 attendees

• Held a program on “What’s Hot in New Construction” March 24 featuring Stephen Quick with Stephen Alexander Homes; the event brought in over 40 attendees

• Held a program on “FAQ on Codes for New Construction” June 24; presenters were John and Jeff Ainslie, and over 40 attended

• Jeff Ainslie instructed “Anatomy of A Home” September 10. Attendees learned about building codes, surveys and site plans, footings, foundation slab or crawl space, framing, wall sheathing, roofing materials, windows, doors, landscaping and much more; the class sold out at 28 attendees

• Certified New Homes Sales Specialist (CSP) course held September 23–25; 12 attended and passed the course

• Celebrated over 50 New Homes Agents receiving COE awards in March
Grievance has received 15 complaints so far this year; of those, five were forwarded on to Professional Standards and two are being held in abeyance.

We hosted guest speakers at every meeting on topics consisting of fair housing, hurricane preparedness, owners and tenants insurance, post-hurricane emergency resources, working smarter (motivational session), legal corner, managing property pest control on a dime, update on condo laws, VRLTA seminar, and much more. HRRA’s Affiliate member firms provided lunch at each meeting.

We promoted VAR’s Property Management Conference at meetings.

Back by popular demand, we held the VRLTA seminar featuring Chip Dicks on April 21. A record attendance this year—over 110 attended, and the seminar was simulcast in a second classroom.

Assisted in speaking for a breakout session at the Fall Educate 4 Success.
REALTOR®/Lawyer Committee

Average attendance at the REALTOR®/Lawyer Committees was in the range of 80-100 members. There have been 307 unique members documented as participating in these Committees.

Jan—HOT TIPS from the VAR Legal Hot Line and brief review VAR Legislative Agenda for 2015 GA Session with Blake Hegemon, Deputy General Council, VAR

Feb—Removing the Objections to High Flood Insurance Premiums with Mike Vernon of Flood Mitigation Hampton Roads

Mar—“Who is buying or selling anyway?” or Contracts with corporations, LLCs and other entities with Dominic Lascara of Dominic P Lascara, PLC

Apr—“All about septic and water systems” with Robert Smallwood, Owner of ABA Well and Septic Services

May—Electronic Signatures, Ratification, and Specific Performance: Issues from a recent court case with E. Grier Ferguson of Ferguson, Raines, and Rawls, P.C.

June—TLA/RESPA: Integrated Disclosure - What you need to know from a Lender’s Perspective with Scott Ferguson, SunTrust Mortgage, Inc.

July—Antitrust Issues Affecting REALTOR® Associations with Adam M. Carroll, Esq. of Wolcott|Rivers|Gates

Aug—Making dreams come true with 203K Funding or How to do the 203K Loan the right way! with Dan Fincham, one of the “HUD GUYS”

Sept—Legal Panel: Moderated by Richard Campbell covering Initial Requirement/Disclosures with Buyers and Sellers; Closing Timelines/Titles Issues; “203 K” Issues; with Donnie Lascara, LT Caplan, Susan Walker

Oct—Virginia Real Estate Board Update with Sandee Ferebee, member, VREB

Nov—Hampton Roads Economy and Housing: Forecast for 2016 - Risks and Opportunities with Dr. Larry “Chip” Filer, Associate Professor of Economics and Associate, The Economic Forecasting Project, Strome College of Business, Old Dominion University

Dec—Real Estate Jeopardy, a review of the 2015 topics, using a game show format

Resale Council

Hosted monthly educations sessions including topics such as Moral, Ethical or Legal, negotiating skills, Shocking Real Estate, The Black, The White, and Several Shades of Grey, Efficiency tricks for working with today’s buyer, RPR, contract issues and listing tips and tricks.
Pride
Service
Advocacy

Not all Agents are REALTORS®.
HRRA collaborated with the Sales Executive to develop enhanced sponsorship opportunities that delivered value to both REALTOR® members and Affiliate members. The customized Partner Sponsor program enabled Affiliate Members to more effectively and strategically focus their sponsorships toward their preferred markets.