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## **Strategic Planning & Finance Committee**

March 17-18, 2009  
Fairmont San Jose  
San Jose, California

**Presiding:** Beth Peerce, 2008-09 Treasurer, SPF Chair  
Bill Plattos, Vice Chair  
J.R. Rouse, Vice Chair  
LeFrancis Arnold, Committee Liaison

Treasurer Beth Peerce called the meeting to order at 8:00 a.m. The presiding leadership, committee, and staff were in attendance. Beth Peerce reviewed the Agenda and Objectives for the meeting and introduced the C.A.R. officers in attendance. SPF members briefly described conditions in their individual real estate markets

### **Call to Order and Approval of Minutes**

Joel Singer spoke about the current and expected financial situation for C.A.R. C.A.R.'s membership is expected to exceed the budgeted figure of 158,000 and exceed 160,000 so the organization's budget is satisfactory. C.A.R. is engaged in several efforts to help members: FHA Webinars, Buyer's Fair in April, SWATs, and trying to standardize short sale documentation.

### **State of the Organization and Market**

Take out the Bay Area and statewide sales are up by record margins. Prices are still declining, more in areas with a lot of distressed sales, implying much improved affordability.

C.A.R. is in good shape legislatively. A lot of issues will be taken up in DC, especially regulatory reform. The state budget problem is structural in nature.

Leslie Appleton-Young presented the results of the 2009 C.A.R. Membership Survey, which included: member awareness of C.A.R. member benefits, products, and services; satisfaction with product and service offerings; feedback on challenges/opportunities facing members in the future. A request was made of committee members to offer ideas for new C.A.R. programs and changes in current programs.

### **Review of Membership Survey**

Ahn Thai (Referral Realty), Phyllis and Jamie Carmichael (Coldwell Banker), and Maria Marchetti (Pacific Union) spoke about their business models, their geographic market coverage, and target clientele. They went on to describe how technology, online marketing, mentoring, and other aspects of their business contribute to their success in the current market climate.

### **Agent Panel**

Brokers Gino Blefari (Intero Real Estate), Leslie Tyler (Zip Realty), and Kevin Seney (Bug! Real Estate) spoke about current market conditions in their geographic areas, and their efforts to create the real estate office of the future, including virtual offices and real estate cafes.	<b>Broker Panel</b>
The meeting was adjourned at 5:30 p.m.	<b>Adjournment</b>
The meeting reconvened at 8:00 a.m. on Wednesday, March 18, 2009	<b>Reconvene</b>
Alan Arora gave a special presentation on enabling mobile agents through real-estate applications on smart phones like the iPhone and similar devices.	<b>Special REBS Presentation</b>
Don Flynn provided an update on dues collection from local associations and gave an update on the ongoing audit.	<b>Financial Update</b>
Robert Kleinhenz provided an update on the economy, the statewide and regional housing markets and presented an updated membership forecast.	<b>Membership/Market Forecast</b>
Leslie Appleton-Young and Robert Kleinhenz presented the results from the latest C.A.R. Home Buyer Survey.	<b>C.A.R. Buyer Survey Results</b>
SPF committee members broke into groups to discuss three topics: Challenges to Industry and Membership Organizations, Mortgage Availability and Policies, Jumpstarting the Market in 2010. Following the breakout sessions, the members reconvened and discussed their findings.	<b>Breakout Sessions</b>
Leslie Appleton-Young presented the results of the New Member Panel Survey.	<b>New Member Panel Survey</b>
Committee members received updates on CAL REDD, the proposed HAF Mortgage Protection Program, the SWAT program, and future SPF meetings.	<b>Other Business &amp; Upcoming Meetings</b>
The meeting was adjourned at 2:30 p.m.	<b>Adjourn</b>