# 2022 C.A.R. IMPACT REPORT

The CALIFORNIA ASSOCIATION OF REALTORS® is committed to bringing you tools and information to help you succeed. Here are some of the innovative tools, services and education C.A.R. provided to help you achieve your professional goals in 2022.



#### **POLITICAL ADVOCACY**



\$10K+

Average amount REALTORS® saved through **C.A.R.'s legislative** actions in preserving dual agency, protecting mortgage interest deductions, fighting point-of-sale retrofits, and more



4K+

Bills actively monitored by Governmental Affairs to support the real estate brokerage industry, housing, private property rights and other policy objectives of its members through lobbying efforts



90%

Governmental Affairs' legislative success rate, including C.A.R.-sponsored bills and success in supporting or opposing high-priority bills



5K+

California REALTORS® who attended **Legislative Day** events to discuss real estate issues directly with their state legislators and staff



\$4M+

Raised by the **REALTOR® Party** of **California** in REALTOR® Action Fund voluntary contributions to advance the goals of C.A.R.'s REALTOR® Political Action Committees at all levels of government



\$500M

Investment C.A.R. successfully lobbied to have included in California's budget for the state-funded down payment assistance program,

California Dream for All

#### PROTECTING YOU AND YOUR CLIENTS



79K+

Calls to the **Legal Hotline**, allowing members to speak directly to C.A.R. attorneys regarding their real estate transactions



8K+

Listens of **Legal Matters Podcast**, giving members legal information to protect REALTORS® and their clients



**5K**+

Attendees of **Legal Live Webinars**, covering topics such as new laws, standard forms, eviction moratoria and fair housing



105

New or revised **Legal Q&As**, providing members with the latest legal information



145

Legal Update outreaches by C.A.R. attorneys, reaching 14,800 members



12

Lawsuits filed by **Californians for Homeownership**, C.A.R.'s housing nonprofit, which uses litigation to require cities to adequately plan to increase the supply of housing

# **UNDERSTANDING THE MARKET**



**68K** 

Listens of the **Housing Matters Podcast**, produced by the C.A.R.
Research and Economics team to keep members updated on top real estate stories, market analysis and economic trends



109

In-person and virtual **outreaches** conducted by C.A.R. economists, reaching **13,000** members



217K+

Downloads of local economic market and **infographics** 

#### FAIR HOUSING AND DIVERSITY



**Diversity, Equity and Inclusion** events, attracting **1,500+** attendees



Registrants for C.A.R.'s virtual **Fair Housing Day** 



**Press clips** generated from a press conference held on C.A.R.'s apology for past housing discrimination history, including in local and national media outlets such as *The New York Times*, Associated Press and NPR



Fair Housing/Diversity, Equity and Inclusion articles published in California Real Estate magazine



In **sponsorship donations** to multicultural industry partners

#### **STAYING CONNECTED**



86K+

Calls to C.A.R.'s **Customer Contact**Center from members inquiring
about zipForm®, their membership
and other C.A.R. products
and services



11K+

Unique visitors to the new
Center for California
Real Estate (CCRE) website
centerforcaliforniarealestate.org

**f** 75K+

Facebook followers











**Posts, Reels and Stories** published on social media channels

#### **C.A.R. EVENTS**



**7K** 

Registrants for C.A.R.'s first inperson **REimagine! Conference & Expo** since 2019



191

Booths in the exhibit hall at **REimagine!** with **163 companies** sharing their products and services



50+

Educational sessions at REimagine! offering insights into the shifting market, marketing and branding, tech tips, and much more



1K+

Registrants for virtual **Marketing Xperience**, a full-day educational event with marketing and branding experts



1.5K

Registrants for virtual **Tech Xperience**, convening tech experts discussing tech trends, must-have tech tools, virtual staging, the metaverse and much more



2K+

Registrants for two Center for California Real Estate (CCRE) six-week workshops held in partnership with Pepperdine University to educate California REALTORS® about how local government works and how to become involved in politics







3K+

Registrants for three **Center for California Real Estate** events
discussing water resources, coping
with the impact of wildfires and
innovative solutions to the
housing crisis



2

CCRE-sponsored lectures conducted by UC Center Sacramento, discussing climate change and housing policies for a more affordable, equitable and sustainable housing future



11K+

Registrants for four virtual STEPS Toward Homeownership events, educating members so they can inform their clients about the homebuying process



95%

**Transaction Rescue cases resolved**, giving REALTORS® one-on-one assistance in all aspects of financing



**2K** 

Attendees at five **in-person WomanUP!® events**, supporting the advancement of women in the real estate industry



35

Virtual WomanUP!® events with 2,700 registrants, representing a 237% increase throughout the year



21

Industry Leaders virtual events attended by brokers from across the state sharing the latest information impacting real estate brokerages

## TRANSACTION TOOLS

812K+

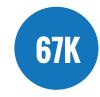
Transactions using zipLogix® Digital Ink

98K+

zipForm® Mobile users



Users of **zipForm® Plus**, a free member benefit



zipFormMLS-Connect® users

#### MAKING A DIFFERENCE



\$432K+

REALTOR® contributions to Housing Affordability Fund (HAF), a charitable nonprofit funded primarily by REALTORS® through donations providing direct assistance to address California's housing crisis



\$1M

Awarded in closing cost grants through HAF's **Closing Cost Assistance** program, providing grants of up to \$10,000 to first-time homebuyers in underserved communities



3K+

Young Professionals Network members statewide

#### **KNOWLEDGE CENTER**



ments in the

Enrollments in the

Free 45-hour CE online license
renewal course



**79** 

Pages in a research report, sponsored by CCRE and authored by demographer Dowell Myers from USC's Sol Price School of Public Policy, capturing key demographic trends that shape the housing market



5

Issues of **California Real Estate**magazine delivering information
about trends and issues affecting
California's residential real
estate industry to **213,000**California REALTORS®



Issues of **Newsline** informing members about economic reports, legal and legislative developments, new products and services, and more



Issues of **Market Matters** helping members and their clients make sense of conflicting and confusing data, market studies and news reports



News releases issued covering monthly home sales and price data, housing affordability, fair housing issues, federal and state housing legislation, and C.A.R. business products

## **MARKETING TOOLS**



1

Homebuying episodes distributed via digital streaming as part of the consumer advertising campaign, which educates the public about the benefits of working with a California REALTOR®



8.9M

**Complete video views** of the consumer ad campaign videos on **Hulu** 



4.3M+

Downloads of Smartless podcast episodes with two 60-second ads targeting consumers and promoting California REALTORS®



374%

**Increase** in consumers using the **ChampionsofHome.com** website



1

Hispanic consumer advertising campaign, targeting the Hispanic community to provide information about the homebuying process and discuss financial guidance



11M+

Ad impressions via digital display and video related to the **Hispanic** consumer ad campaign



2M+

Ad impressions on streaming audio, including Pandora, from the Hispanic consumer ad campaign



5.2M+

Ad impressions, with a .24% clickthrough rate, on the **Prop 19 consumer advertising campaign**, urging eligible California homeowners to contact their REALTOR® to learn how to take advantage of the new property tax law



