



ADVANCE

# 2023 ANNUAL REPORT



# CHAIRMAN'S REPORT

& the Year's Highlights

**JEREMY CALEB JOHNSON**

2023 Chairman of the Board

It has been my great honor to serve all of you and to be the last HRRR Chairman of the Board as we transition to a HRRR 2024 President. I think this is also the end of a full cycle, as I was involved as an officer of the board from the start of the decision for HRRR to become self-directed, with its own dedicated CEO and staff. It has definitely been a journey. I sincerely thank everyone who has been a part of that journey, but especially my beautiful wife, Jan, who not only supported me in this adventure but was willing to have a husband who put in hundreds of hours at the HRRR board.

When I was “voluntold” to step up to an officer position, after serving many years as a board director, I accepted the invitation to walk the chairs. I did know that leading HRRR, especially through the three years of transition, was going to be extremely time consuming, often frustrating, but in the end incredibly rewarding. I knew it was my time to give back, but what I was not expecting was to receive so much in return. I would encourage all of HRRR to get involved, become engaged with the association, and get as much out of your dues as you possibly can.

HRRR has made a commitment to all of you, our members, to be the ultimate business support for agent success in any market. I hope this year you can all see that we made good on that promise. This year, we sought to prepare you for the

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future shifts in the market through education, from standards of excellence to cutting edge instruction. We saw several trends coming into our marketplace that we sought to prepare you for, the first being artificial intelligence (AI). We brought in national speaker Marki Lemons-Ryhal for a free session on AI in Real Estate and then at a small cost a hands-on workshop on using the AI tools in Canva to farm and to market. As prices continue to climb right alongside the interest rates, there is a very real possibility that we may see consumers upside down in their mortgages in the future, especially because we have a heavy relocation market due to naval transfers. To prepare our members we offered the Short Sales & Foreclosure (SFR) certification so that those agents who work with relocation are trained for this circumstance, should it occur. We also brought you the Military Relocation Professional (MRP) certification.

Early in the year, as interest rates began to climb, we brought in speaker Matthew Rathbun to deliver a special workshop, Marketing the Listing. While days on market did not increase as predicted, those members who availed themselves of this specialty education can still use the knowledge in getting the best price for their sellers. Video content continues to be king, and HRRRA brought you the tools to leverage that phenomenon in another hands-on workshop, Video Strategies with Leigh Brown, and a special workshop with Terry Watson, the youngest agent to ever receive the ABR. Our industry is facing challenges, and buyer representation may change dramatically depending upon the NAR lawsuits. With that in mind, we brought in Adorna Carroll to deliver the Accredited Buyer's Representation (ABR) designation course.

To help our members leverage that education, our studio fully launched in September of this year. We have multiple packages available to our members at significantly lower costs than what is available in the market. For our brokers, we brought in Adorna to also brief us on the pending

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lawsuits, and we continue to keep you updated on the progress in the eREALTOR®. For our newer members we launched HRRRA's first ever YPNCon, featuring top notch instructors, NAR 30 under 30 winners, HRRRA's rising star winners, and young brokers from other parts of the country. YPNCon was a day of knowledge, where our members could come and go. There was a huge opportunity for Q&A as these were not canned classes, but presentations designed to facilitate questions from the attendees.

As to helping propel our members to success, Candidate Institute continues to be a successful deep dive into learning how to run for office, school boards, HOA boards, and other nonprofit boards. Opportunities for our members to lead in their communities also were offered through both the foundation and the REALTORS® Have a Heart program. This year we launched the Good Neighbor Award as a part of the newly formed HRRRA Ambassadors program. The winner of the award receives a \$1500 contribution to the charity they serve.

As I look at the year in review, I see a dramatic increase in our legislative involvement in the cities in which we work and live. We had a rather significant win in Suffolk which helped to pave the way to new housing. Our Legislative Reception continued to be well attended, with representatives from all levels of government. We also took a contingent of our membership to REALTOR® Day on the Hill to speak with our legislators in person at the Virginia Capitol. We are currently working on the development of the NAR Ignite grant program, which we hope to implement in early 2024.

Of course, HRRRA continues to do what it has always done with robust free training during Government Affairs forums, PMLC forums, REALTOR®/Lawyer sessions, broker breakfasts, new commercial offerings (including a new commercial podcast, aptly titled Business Casual: Making Dollars and Sense in Commercial Real Estate), and many

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more opportunities to improve your skills. As always, our traditions are what make us unique, and we had a great turnout for our Circle of Excellence<sup>SM</sup> Awards Gala with a wonderful Havana Nights theme, our mini-golf and kickball tournaments, along with the YPN hermit crab race. To add to the fun, the HRRR homecoming was full of music, games, and food trucks; and not to be outdone, this year's Chili Cook-off was a rousing success!

Finally, HRRR again crushed it in RPAC. Now more than ever, with lawsuits looming large, our association, which includes the Virginia Association of REALTORS® and the National Association of REALTORS®, and the strength of our voting power and voice is needed. We are the gatekeepers of the American Dream, and we need to support our industry now more than ever. It is time that every member at HRRR realizes what is at risk if we are no longer the center of the transaction. We deserve to be paid not just for the tools at our disposal, such as the MLS and lockboxes, but for our services, our expertise, our knowledge, and our time.

With that, I thank you for allowing me to serve all of you. I am so appreciative of the knowledge and perspective the position of Chairman of the Board has afforded me, and I look forward to handing over the reins in January of 2024.

*Jeremy Caleb Johnson*





# CEO'S REPORT

**DR. DAWN KENNEDY**

Chief Executive Officer

Dear HRRRA Members —

Thank you for another wonderful year! I am so grateful to all of you who give up your time, talent, and treasure to support this great organization. This year we experienced unprecedented growth even through a very tight market. Our phenomenal 2023 Chairman of the Board, Jeremy Caleb Johnson, had a theme of “Advance,” and I believe we have accomplished that. This year we launched a series of workshops designed to benefit the members’ bottom line— everything from using artificial intelligence (AI) tools to commercial underwriting to video strategies. We continued our hugely successful Candidate Institute and our Designations and Certifications program through Alpha.

HRRRA received more grants this year than ever before, including the two new grants offered by VAR. The first VAR grant, the community engagement grant, was used to promote June as National Homeownership Month and the value to the public of using a REALTOR®. The second VAR grant, the diversity grant, was used to launch Hampton Roads’ Women’s Council of REALTORS® (WCR). HRRRA members showed a huge level of support to the newly formed Southeastern Virginia (SEVA) WCR chapter,

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led by our own past chairmen of the board, Sherry Maser and Cindy Hawks White. Two other brand-new national grants received were the commercial innovation grant, used to offer FREE commercial CE days, and the sustainability grant, which allowed us to put on an Environmental, Social, and Governance (ESG) Summit. Multiple government affairs grants, RPAC grants, DEI grants, and Fair Housing grants were applied for and received this year.

We advanced our government affairs program to include a smart growth summit with local officials and had a significant win to promote housing development in Suffolk. We continued our REALTOR® Day on the Hill and our Legislative Reception. HRRRA members interacted with our legislators and conferenced with VAR on issues. The Legislative Reception had a phenomenal turnout with 23 legislators in attendance along with 62 of our members. Of course, under the amazing leadership of Mary Ross, RPAC Chair, we advanced our goals and are on track to make the RPAC turkey — 3 Triple Crowns in a row! These funds make all the difference in supporting our legislative activities.

HRRRA advanced its service capabilities to our membership with the implementation of a new Association Management System (AMS) called GrowthZone. Think of it as a customer relationship management platform with an accounting function. Moving to this technologically advanced and much more user-friendly platform should make it easier for members to register for events, interact with the member portal, choose what information they want to receive, and much more. One exciting benefit that the new system delivers is a website. Prior, our website was a stand-alone site created by a marketing firm. GrowthZone provides a

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website that is continually updated as it is fed by the system itself!

HRRRA's new bylaws allowed for electronic voting and a much different way of running for the Board of Directors. This new process opens up board service to any member who wishes to run for a seat. Another benefit is the ability for much greater member participation in the voting process.

As always, it is hugely important to me that I am delivering what the board has envisioned each year through the strategic and business plans. My door is always open, and I welcome your feedback and comments. I take to heart that being self-governed was a huge step for HRRRA's membership, and I do not take lightly the sacrifices that were made. I know the 2024 board will continue the great work of HRRRA's leaders.

*Dr. Dawn Kennedy*



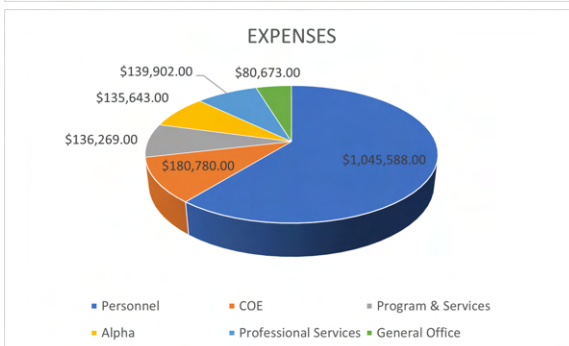
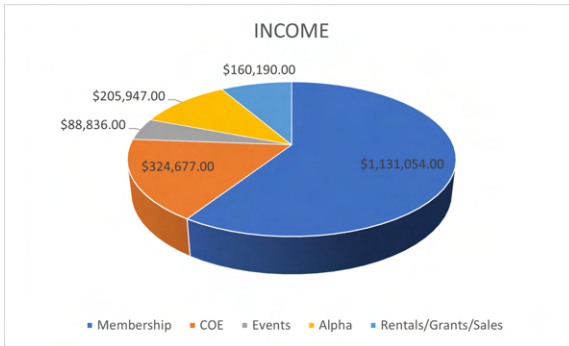
# FINANCIAL REPORT

2023 was a stellar year for HRRRA. We made several changes to move the organization forward and to ensure that money collected from REALTORS® and Affiliate members is working to benefit ALL members of the association.

First, we hired Richard Zak to be our Comptroller. This position was necessary to ensure the financial efficiency of HRRRA. Second, we have implemented an investment strategy which will increase our financial returns to allow for more REALTOR® benefits such as additional speakers and pro-REALTOR® advertising. Finally, we have set a conservative budget for 2024 ensuring the consistency of services regardless of the home sales market. We are here because of you and for you.

*-Respectfully submitted by 2023 Treasurer, Phil Kazmierczak*

## 2023 FINANCIALS Q1-Q3





# HRRA BY THE NUMBERS

# 4,895

MEMBERSHIP (AS OF NOVEMBER 22, 2023)

Active REALTORS®: 4,714

Affiliate Members: 181



## ANNUAL PARTNERSHIPS

# 35

Partnerships sold in dollars: \$152,916.00.

Total partnerships, sponsorships and advertising for 2023:

\$185,902.00



# HRRA BY THE NUMBERS

## COMMITTEES, COUNCILS & NETWORKS

# 16

- Budget & Finance Committee
- Candidate Institute Task Force
- Diversity, Equity & Inclusion (DEI) Committee
- Executive Committee
- Government Affairs Committee
- HRRA Ambassadors
- Professional Standards Committee
- REALTOR®/Lawyer Committee
- REALTORS® Political Action Fundraising Committee (RPAC)
- Young Professionals Network (YPN)
- Affiliates Council
- Commercial Council
- New Homes Council
- Owners/Managers Council
- Property Management & Leasing Council (PMLC)
- Resale Council

# 20

## SPECIAL EVENTS

- Circle of Excellence<sup>SM</sup> Awards Gala
- Chili Cook-off & Tailgate Party
- Hermit Crab Derby
- HRRA Expo & Conference
- Installation & Service Awards Dinner
- Legislative Reception
- Major Investors Reception
- 137th Homecoming Event
- Mini Golf Tournament
- Affiliate Speed Networking
- VRLTA Seminar
- REALTORS® vs. Affiliates Kickball Tournament & After Party
- YPN Speed Networking
- State of Minority Housing Summit
- 7 DEI Specialty Events
- Fair Housing Forum
- Veterans Breakfast
- Major Investor Wine Tasting
- Day on the Hill
- ESG Summit

# HRRA BY THE NUMBERS

# 12

## ELEVATED EDUCATION

- YPN Con
- REBI – Marketing the Listing with Matthew Rathbun
- Super Fresh Video Strategies with Leigh Brown
- GRI - Graduate, REALTOR® Institute
- RENE with Adorna Carroll
- Leverage the Power of AI with Marki Lemons Ryhal
- Easify with Terry Watson
- Smart Growth with Nate Johnson
- Seven Deadly Sins of Sales with Leigh Brown
- SFR with Melanie Gamble
- SRS with Adorna Carroll
- MRP with Michelle Crumley

## SOCIAL MEDIA (AS OF NOV. 27, 2023)

### FACEBOOK

HRRA: 8018 Public Page Followers **+356 from 2022**

Groups: 6

- HRRA (Members Only)
  - 2041 members
- YPN
  - 903 members
- Owners/Managers
  - 132 members
- Affiliates
  - 38 members
- HRRA Ambassadors **\*NEW\***
  - 33 members
- Commercial REALTORS® **\*NEW\***
  - 14 members

TOTAL GROUP MEMBERS: 3161 **+148 from 2022**

Alpha College: 1684 Public Page Followers **+184 from 2022**

## INSTAGRAM

1843 Followers +265 from 2022

## TWITTER

1414 Followers -13 from 2022

## TIKTOK \*NEW\*

40 Followers



# THE HRR STUDIO

This year, we were pleased to unveil our very own HRR Studio, a remarkable milestone that has brought exceptional opportunities to our HRR members. The HRR Studio stands as a testament to our commitment to our members. It provides an exclusive platform for high-quality audio and visual production services, customized to meet your unique needs. What sets the HRR Studio apart is our deliberate decision to offer these professional services at rates well below industry standards. This means you can experience the convenience of capturing the finest photos, creating top-notch content, and exploring a range of video production options – all without the typical hassles and sales pressure encountered in traditional studios.

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Furthermore, we are elated to announce the launch of two remarkable podcast series this year: *Home Equity: A real estate podcast about Diversity, Equity, and Inclusion* and *The Business Casual Podcast: Making dollars and sense in commercial real estate*. These podcasts add an enriching dimension to our array of services, offering you valuable insights and engaging content that contributes to your understanding of the real estate landscape.

Our studio is a dedicated creative space, reserved solely for HRRR members. Whether you're seeking captivating headshot photography sessions with an array of backdrop choices, in-depth video production services, or a platform to share your voice through podcasts, the HRRR Studio has you covered. We are here to help you elevate your brand's visibility and engage your audience through the power of storytelling.



For more information, visit [www.hrrr.com/hrrr-studio](http://www.hrrr.com/hrrr-studio).





## **A YEAR OF ACHIEVEMENTS AND FUTURE COLLABORATIONS**

As 2023 draws to a close, Alpha College of Real Estate celebrates a remarkable year of knowledge expansion and educational success. With over 4,000 students benefiting from a wide array of offerings, Alpha College left an indelible mark on the real estate education landscape and continues to be a beacon for those seeking professional development and enrichment in the real estate industry.

### **VRLTA UPDATE VIA ZOOM**

In a year marked by the integration of technology into education, Alpha College embraced this trend. Over 100 members had the privilege of participating in Chip Dicks's Virginia Residential Landlord/Tenant Act (VRLTA) update via Zoom. This innovative approach allowed real estate professionals to stay up to date with the latest regulations while earning continuing education (CE) credits.

### **STRATEGIC PARTNERSHIPS FOR THE FUTURE**

Alpha College is excited to announce its strategic partnerships with two outstanding organizations, Dynamic Directions and CCIM, which promises a bright future filled with opportunities for students.

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Course offerings for 2024 are already available online, marking the beginning of a fruitful collaboration that will expand the horizons of real estate education.

## **EXCEPTIONAL INSTRUCTORS AND COURSES**

One of the highlights of 2023 was the exceptional instructors and courses that graced Alpha College. Adorna Carroll, a national instructor for the National Association of REALTORS®, taught the SRS and RENE designation courses, attracting a growing attendance due to her popularity. Michelle Crumley from Newrez delivered an outstanding class for the MRP designation course, and Melanie Gamble from Maryland imparted valuable insights during the SFR designation course.

Chicago broker and renowned speaker Terry Watson offered the fun and informative "Easify" course, enabling students to enhance their businesses while sharing laughter and camaraderie over lunch. Commercial REALTORS® were fortunate to have John LeTourneau from Chicago present a course on offensive and defensive underwriting, with his return planned for 2024. Matthew Rathbun from Northern Virginia delivered a compelling presentation on "Marketing the Listing."

Alpha College, in partnership with HRRRA, extended its reach by offering continuing education credits for students participating in the NAR Smart Growth course with Nate Jonson, a NAR instructor. This initiative reflects HRRRA's commitment to providing the best educational opportunities to members.

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## EXPANDING HORIZONS AND NEW FACES

Throughout the year, Alpha College worked diligently to gain approval from the Virginia Real Estate Board (VREB) for multiple required and related CE classes, as well as introducing over 17 new course instructors. This dedication to offering a comprehensive curriculum ensures that students receive the latest industry insights and knowledge.

In 2023, Alpha College expanded its team with the addition of two talented administrative personnel, Senior Education Specialist Molly Deal and Education Specialist Shakyra Barts. Their expertise and commitment contribute to the college's continued success and growth.

As Alpha College of Real Estate reflects on its achievements in 2023, it looks forward to an even more promising future, with a commitment to excellence, innovation, and collaboration. The college continues to be a hub for real estate professionals seeking education, growth, and a brighter future in the industry.

Designations and certifications offered at HRRRA:



## AFFILIATES COUNCIL

- The Affiliates Council organized their largest Chili Cook-off & Tailgate Party to date with 23 contestant booths.
- The Affiliates Council hosted and sold out their third Mini Golf Tournament at Jungle Golf in Virginia Beach. Following the Tournament, they hosted an after party at The Shack.
- The Affiliates Council hosted (AND WON!) another successful REALTORS® vs. Affiliates Kickball Tournament.
- The Affiliates Council held two affiliates-only speed networking events at HRRRA— one to kick off the year and one to end the year and prepare for 2024.
- HRRRA's affiliate members sponsored a variety of HRRRA's networking opportunities, education sessions, and celebratory events.
- HRRRA's affiliate members contributed articles for HRRRA's monthly digital magazine, *The Hampton Roads REALTOR®*.
- Several affiliate companies were featured in the "Affiliate Spotlight" sections of each monthly magazine.
- The Affiliates Council continued receiving a monthly affiliates-only newsletter.

# HRRRA AMBASSADOR PROGRAM

Per the strategic plan, The HRRRA Ambassador Program is a communications delivery method which seeks to increase member engagement in association activities, events, and education through word-of-mouth communication.

- HRRRA acquired 40 Ambassadors this year who help spread the word in their offices about all things HRRRA, VAR, and NAR.
- HRRRA held the first Ambassadors pinning ceremony and happy hour reception, where members received their HRRRA Ambassadors branded lapel pins and networked with HRRRA's leadership.
- Ambassadors attended four quarterly Zoom meetings where they received important updates from the association and had the opportunity to win giveaways from HRRRA affiliates.
- Each ambassador received monthly toolkits in the form of PowerPoint presentations to present at their offices' monthly sales meetings.

## CANDIDATE INSTITUTE



- HRRRA has successfully launched the second year of the Candidate Institute, which trains REALTOR® leaders to get involved in the civic process at all levels of government.

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- The Class of 2023 consisted of eight participants, including HRRRA Past Chairman of the Board, Sherry Maser.
- Candidate Institute participants met every fourth Tuesday of the month, for nine months, to learn the process of building a campaign, campaign finance laws, how to pursue an appointment on zoning boards and planning commissions in their community, how to vet and support REALTOR® Champion candidates, and to encourage the pursuit of leadership opportunities within HRRRA.
- Candidate Institute participants worked with more than 30 elected officials from all levels of government— federal, state, and local — to understand the legislative process and how to effectively advocate for REALTOR® issues.
- Some of the elected officials included Congresswoman Jen Kiggans, Delegate Angelia Williams Graves, Chesapeake Mayor Rick West, Norfolk City Council Member Andria McClellan, Portsmouth Mayor Shannon Glover, Suffolk City Council Member John Rector, Virginia Beach Mayor Bobby Dyer, and Virginia Beach Vice Mayor Rosemary Wilson.
- The participants were given an advocacy update by NAR Vice President of Advocacy Peter Kopf, VAR legislative team members Martin Johnson and Mary Lawson, and local Government Affairs Committee Chair, Jennifer Dawn.
- Participants were trained in the art of campaign fundraising and received media training, giving them critical tools in advocacy for the industry.
- The program continues to garner national interest for HRRRA REALTOR® Leaders.

# CIRCLE OF EXCELLENCE<sup>SM</sup>



The Havana Nights themed 2022 Circle of Excellence<sup>SM</sup> Awards Reception was held at the Virginia Beach Convention Center on Thursday, April 27, 2023, celebrating 1,013 recipients, including the following:

- Recognized 7 Outstanding Rookies of the Year.
- Honored 32 REALTOR® Longevity recipients.
- Honored 4 Distinguished Property Manager Longevity recipients.
- Recognized 30 New Homes Sales awards.
- Highlighted 31 Distinguished Property Managers.
- Recognized 118 teams: 70 Small Teams, 30 Large Teams, and 18 Mega Teams.
- REALTOR® of the Year Award was presented to Emil Nazaryan, ABR, BHHS RW Towne Realty.
- Distinguished Property Manager of the Year Award was presented to Remona Murmillo, AHWD, C2EX with BHHS RW Towne, Chandler Property Management.

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- No. 1 Individual – Susan Pender, ABR with BHHS RW Towne Realty.
- No. 1 Small Team – Thompson Home Team, The Agency Coastal Virginia.
- No. 1 Large Team – The Doll Team, RE/MAX Alliance.
- No. 1 Mega Team – Team Bryant Homes, The Bryant Group Professionals.
- No. 1 New Homes Salesperson – Kelly Moran, CSP, BHHS RW Towne Realty.

## COMMERCIAL COUNCIL

In the ever-evolving world of real estate, adaptability and continuous learning are key to success. The Commercial Council has emerged as a beacon of growth and empowerment in 2023. With a surge in membership and a commitment to equipping REALTORS® with essential tools and knowledge, this year has been nothing short of remarkable for the commercial real estate community.

- The Commercial Council offered free opportunities to earn CE credit while digging deeper into the commercial market with guest speaker John LeTourneau of Keller Williams. LeTourneau's expertise in commercial real estate and over/underwriting brought invaluable insights to the members.
- HRRR launched a monthly commercial newsletter as well as a Facebook group, which helps HRRR members and institute affiliates stay up to date on what is occurring in the commercial sector.

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- During the fourth quarter, the Commercial Council hosted a Commercial Bus Tour & High-End Mixer—an opportunity to tour the local LEED Platinum Brock Environmental Center as part of HRRRA’s first ESG (Environmental, Social, and Governance) Summit.
- Event attendance consistently ranged between 80-90% of registered members.
- HRRRA’s commercial website, [hrracommercial.com](http://hrracommercial.com), continues to be a resource for our commercial members, regularly updated with reports, benefits, and event information.



# DIVERSITY, EQUITY, & INCLUSION COMMITTEE

- Each of the DEI Committee's members represent a different cultural group and ethnicity.
- This year the DEI Committee partnered with the following multicultural associations:
  - The LGBTQ+ Real Estate Alliance
  - NAHREP
  - NAREB
  - WCR SEVA Network
- Each member of the DEI Committee contributed at least one article for HRRRA's monthly digital magazine.
- The committee applied for and received multiple National Association of REALTORS® grants, making it possible to bring in high-level speakers to the educational forums as well as meaningful, educational, and fun activities for our members.
- The DEI Committee presented for the third year in a row a Fair Housing symposium where Alexia Smokler, lead developer of Fairhaven: A Fair Housing Simulation, was our main speaker.
- As part of DEI education for our members, the committee was able to grant the At Home with Diversity (AHWD) certification course for free to 8 members who had not taken it before.
- The DEI Committee planned and presented, for the third year, HRRRA's State of Minority Housing Report, but this time with a twist! The association held its first ever REBar Camp style forum where we hosted The LGBTQ+ Alliance, NAHREP, VAR Chief Economist Ryan Price, and SVP of Community and Industry Relations Leslie Frazier.

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- The DEI Committee celebrated Black History Month by highlighting excellence in Hampton Roads. Through a physical timeline, the committee sought to recognize and celebrate prominent African American and Black figures like Katherine Johnson from Newport News and Billy Flora from Portsmouth. Speakers included Portsmouth Mayor Shannon Glover, 2021 HRRRA Chairman of the Board Tanya Monroe, and NAREB Regional Vice President Chandra Patterson.
- The DEI Committee held its first AAPI Heritage Farmers Market, with foods from over 8 countries, all purchased from local AAPI small businesses.
- In partnership with The Alliance, the DEI Committee and HRRRA celebrated PRIDE month by hosting an informative and touching forum, where members got to see data about how the LGBTQ+ community is affected in housing while listening to testimonies from members of the community who have faced housing discrimination.
- In partnership with NAHREB, the DEI Committee and HRRRA celebrated Hispanic Heritage month by hosting Jessica Mayorga, a Latina loan officer, and Alba Martinez, NAHREP 10 Certified Trainer, who focused on Hispanic home ownership, Tax Ids, and how to properly guide your Hispanic clients through the various processes.
- Together with the Young Professionals Network, the DEI Committee celebrated Diversity Week in October by donating over \$1,500 in supplies and first aid materials to the Virginia Beach EMS chapter. Since all their work is volunteer driven, the committee wanted to recognize and thank them for their huge sacrifice.

# GOVERNMENT AFFAIRS COMMITTEE



- The Government Affairs Committee was proud to focus on community outreach and support of housing issues.
- The committee, led by Chair Jennifer Dawn, comprised a comprehensive legislative agenda that included a priority for zoning ordinances that allow for Accessory Dwelling Units (ADU).
- The committee helped to form a coalition of the Coast Virginia Developers, Coastal Virginia Builders Association, Smart Grow Suffolk, Suffolk Ministers, and HRRA to get zoning ordinances passed to build 204 new homes in Suffolk.
- The committee conducted polling of the Suffolk Community to get citizen input on housing efforts within their community.
- The committee hosted a Smart Growth Educational Forum that included elected officials from across South Hampton Roads. These principles are now the standard in community organizations in the region.
- Members of the Government Affairs Committee participated in a housing survey in collaboration with Virginia Tech.

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- The committee conducted joint education forums with the REALTOR®/Lawyer Committee:
  - REIN Contracts: Issues & Changes
  - Cover your License – EXPO 2023
- The committee also conducted educational forums for the membership:
  - Policy & Politics Across the Commonwealth
  - Smart Growth for the 21st Century with guest instructor Nate Johnson (CE)
- HRRRA released a monthly government affairs newsletter, the GADWire, which keeps members updated on government affairs issues that could affect their business.
- HRRRA's GAD department provided monthly articles for HRRRA's digital magazine.
- The Government Affairs Committee coordinated the "Advocacy Everywhere" video, featuring committee chair, Jennifer Dawn.

#### Events:

- Day on the Hill – 36 HRRRA members had meetings with Southside Delegates and Senators, in Richmond including Senator John Cosgrove, Senator Bill DeSteph, Delegate Jackie Glass, Delegate Emily Brewer, and Delegate Angelia Williams Graves. HRRRA members also met with Attorney General Jason Miyares. Recognition in both chambers of the General Assembly was the highlight of the visit.
- Legislative Reception – More than 23 legislators from every level of government were in attendance for a reception and networking with HRRRA members.

# A YEAR IN PICTURES





# A YEAR IN PICTURES





The Hampton Roads REALTORS® Foundation (HRRF) strives to adhere to the following mission:

- Advocate and advance safe, decent, and affordable housing.
- Broaden and expand public knowledge of the importance and value of private property ownership within the Commonwealth of Virginia.
- Conduct or fund charitable activities on behalf of the real estate industry which would benefit the community.
- Promote such other activities as are designed to foster, encourage, and support the improvement of education, interest, and research in the profession and study of real estate.

Within these pillars, the HRRF offers support via financial investments. “Our aim is to give back and make a meaningful impact in the communities where we do business,” said Kim Georges, 2023 HRRF Foundation Board Chairwoman. This year alone, the Foundation:

- Granted \$5,000 to the Habitat SHR Women’s Build.
- Granted \$10,000 to the Coastal Virginia Conservancy.
- Passed a vote to launch a new scholarship program that will support local students pursuing degrees related to real estate.
- Began promoting the “Leave a Legacy” initiative, which gives HRRF members the opportunity to make an impact in the real estate industry through wills, trusts, and charitable remainder funds.

For more information, visit [hrrfoundation.com](http://hrrfoundation.com).



The REALTORS® Have a Heart Task Force (RHAH) is an essential division of the HRRF that assembles REALTORS® and affiliates multiple times a year to volunteer at different community organizations. They support hands-on advocacy; create stronger, more vibrant communities; and help to improve lives while creating lasting memories with professional counterparts and community support services.

In 2023, RHAH volunteered at the following:

- Virginia Beach GrowSmart's Read Across America Day with local public schools
- Ronald McDonald House Charities of Norfolk Mattress Relay
- Habitat for Humanity Women's Build
- Edmarc Hospice for Children
- H.O.P.E. Village Landscaping Project
- ForKids Back-to-School Drive
- Union Mission Ministries Campus Cleanup
- Chesapeake Public Schools & Cypress Landing Veterans Community Toiletry Drive (at the Annual Chili Cook-off)
- HRRF's Annual Expo - The RHAH team promoted and invited HRRF members to join future RHAH events!
- Salvation Army Toy Drive

For more information and ways to get involved, follow the RHAH Instagram, @RealtorsHaveaHeart.



## NEW HOMES COUNCIL

- The New Homes Council hosted the annual Expo & Conference in September, which featured 55 booths, 2 education sessions, and a Virginia Beach Public Schools Art Show.
- Annual Expo & Conference Education included “Industry Updates” presented by the New Homes Council and “Cover your License” presented by the Government Affairs Committee and REALTOR®/Lawyer Committee.
- The New Homes Council hosted the Anatomy of a Home and Blueprint Reading CE courses.

## OWNERS/MANAGERS COUNCIL

- The Owners/Managers Council held quarterly Broker Breakfasts in 2023, including two continental and two hot breakfast offerings.
- Broker Breakfast featured topics:
  - Thriving No Matter What! featuring Leigh Brown.
  - Avoiding Broker Burnout: A Broker Roadkill Sequel featuring Terry Watson.
  - Retaining Millennials featuring Sean Rooney, Kaleo Kina, and Mike Little.
  - REALTOR® to REALTOR® Relationships featuring Leigh Brown.
- HRRR Board of Director member and Owners/Managers Council moderator Sean Rooney submitted articles of importance to brokers in the HRRR digital magazine.
- The Owners/Managers Council developed a Broker Toolkit to be shared with all new brokers, owners, or broker associates.



## PROPERTY MANAGEMENT & LEASING COUNCIL

- The Property Management & Leasing Council offered sessions that covered a wide range of topics, including property maintenance best practices; automation tools and technology for smoother operations; managing multifamily properties; effective communication between tenants, landlords, and property managers; maintaining competitive rent prices; and how to win eviction cases in court.
- PMLC presented the virtual Virginia Residential Landlord and Tenant Act (VRLTA) Seminar with attorney Chip Dicks, which brought together over 100 members, ensuring they were up to date on the ever-evolving property laws in Virginia.
- The year saw the PMLC community flourish, with a significant increase in membership by approximately 30%. The enthusiasm among property managers and professionals in the field was evident, as attendance rates ranged between 75-85% in various PMLC events. This growth reflects the organization's relevance and value in an ever-expanding property management landscape.

## REALTOR®/LAWYER COMMITTEE

- Together with the Government Affairs Committee, the REALTOR®/Lawyer Committee presented two forums —REIN Contracts: Issues & Changes and Cover Your License (at the Annual Expo & Conference).
- The committee also conducted educational forums:
  - April – Foreclosures & Short Sales
  - June – E&O Insurance: Know Your Rights and Responsibilities
  - August – Be in the Know: About Industry Laws Effective July 1, 2023
  - October – Cybersecurity: Protect Your Business and Clients in the Digital World.
- Attorney John Faber conducted his “Legal Corner” during each forum, giving insight and real-world case examples for legal issues facing our industry.

## REALTORS® POLITICAL ACTION COMMITTEE

- HRRRA’s RPAC Fundraising Committee held a highly successful Major Investors Event on March 9 at Towne Point Club in Norfolk. The event featured NAR’s REALTOR® Party Community Engagement Liaison, Michelle Walker, and National Speaker Leigh Brown. Highlights of the event include recruiting HRRRA’s second ever Platinum R, Jennifer Bryant.

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- HRRRA is proud to count 67 of its members as Major Investors, surpassing the NAR set goal of 50.
- In 2023, HRRRA's RPAC Fundraising Committee is on track to achieve Triple Crown for the third year in a row.
- The RPAC Fundraising Committee applied for and received multiple National Association of REALTORS® grants, which allowed the committee to fund successful campaigns and support advocacy efforts at the local, state, and national levels.
- Every member of the RPAC Fundraising Committee wrote at least one monthly article for HRRRA's digital magazine.
- The RPAC Committee ran multiple successful fundraising campaigns, some in person and some through email marketing. Members were able to invest and receive a thank you gift for their support.
- The RPAC Committee doubled in size since 2022, now having representatives from multiple sectors of the real estate industry (Brokers, Commercial, Property Management, Residential, and affiliates).
- Members of the RPAC Committee took turns educating members about and recruiting investors for RPAC at every New Member Orientation, many educational forums, and leadership meetings.
- The RPAC Committee had the honor to be present at HRRRA'S Homecoming and was able to recruit a first time Major Investor at the Golden R level.



## RESALE COUNCIL

- The Resale Council kicked off 2023 with a leadership panel featuring Chairman of the Board Jeremy Caleb Johnson, Immediate Past Chairman Barbara Sgueglia, and President-Elect Kim Georges.
- The Council hosted the Assumption Gumption Forum in April, featuring University of Miami School of Law Graduate L.T Caplan.
- The Resale Council presented Leverage the Power of AI with Marki Lemons Ryhal, a specialty education session that explored how to maximize artificial intelligence services in real estate.
- The Resale Council launched NAR's Good Neighbor Award here at HRRRA. This new award recognizes REALTORS® who actively serve the communities in which they work.

## YOUNG PROFESSIONALS NETWORK

- YPN held the inaugural YPN Conference at HRRRA, which featured three education forums (Navigating the Shifting Market, Back to the Basics, and Top Producer Panel), a networking event (Networking Bingo), complimentary lunch, and complimentary headshots.
- Speakers who assisted with YPNCON were Sean Rooney (Broker/ Owner, OWN Real Estate), Alvin Lapitan (Mortgage Expert, CMS Solutions), Pam Ermen (REALTOR®, RE/Max Alliance), Russell Bryant (Team Lead, 757 Real Estate Team, powered by Creed), Benjamin Smith (Branch Leader, Movement Mortgage), Courtney Lalonde (Branch Manager, American Financial Network, Inc),

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Jared Kennedy (Broker/ Owner, Lime Realty), Michelle Doherty (2023 NAR YPN Vice Chair and 2019 REALTOR® Magazine's 30 Under 30), and Joanelys Gray (REALTOR®, OWN Real Estate and 2023 Outstanding Rookie Recipient).

- YPN held their second annual Speed Networking event at Union Alehouse in Virginia Beach.
- YPN's second quarter education forum, Grow Your Network, featured panelists Annelise Everton (REALTOR®, The Bryant Group Real Estate Professionals), Joni Giordano-Bowling (Owner and Publisher of Hampton Roads Real Producers & Peninsula Real Producers), Kevin T. Moran (Financial Services Professional, New York Life Insurance Company and BNI Member), and Tracy Lego (REALTOR®, Keller Williams Town Center and Rotary Member).
- YPN partnered with the Affiliates Council and hosted the REALTORS® vs Affiliates Kickball After-Party at Farmhouse Brewing.
- For the third quarter, YPN hosted an Overcoming Obstacles and Objections forum at HRRRA, featuring speakers Kevin O'Dea (REALTOR®, OWN Real Estate), Betsy Thompson (Managing Partner, The Agency) and Melissa Gates (REALTOR®, The Bryant Group).
- YPN held its annual Hermit Crab Race at New Realm Brewing Co.
- YPN partnered with HRRRA's Diversity, Equity and Inclusion committee to provide essential materials to the Virginia Beach EMS volunteers.
- YPN made their presence known by networking with Legislators at HRRRA's annual Legislative Reception.



# A YEAR IN PICTURES





# A YEAR IN PICTURES



# Thank You to our 2023 HRRR Partners

## GOLD



## SILVER



## BRONZE



## COPPER



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## AMBASSADOR

