



2017 ANNUAL REPORT



MEMBERSHIP

VCCAR MEMBERSHIP: 2,229

- 399 Designated REALTORS®
- 1,524 REALTORS®
- 121 Non-MLS REALTORS®
- 185 Affiliate Members

MLS SUBSCRIBERS & PARTICIPANTS: 2,377

- 99 Appraisers
- 368 Designated REALTORS®
- 221 MLS Agents
- 168 MLS Brokers
- 1,521 MLS REALTORS®
- 118 Clerical Users

PROFESSIONAL STANDARDS

14 Complaints

- 8 Disciplinary Hearings
- 3 Dismissed by the Grievance Committee
- 1 Arbitration withdrawn by the Complainant
- 2 Continued; Hearings in 2018

Mediation calls are referred to the Ventura Center for Dispute Settlements (VCDS).



VCCAR MEMBER DEMOGRAPHICS

Average Age of VCCAR Member: 53.5 years

Membership Tenure:

- 1 to 10 years: 1,256
- 11 to 20 years: 648
- 21 to 30 years: 203
- 31 to 40 years: 84
- 41 to 50 year: 32
- 50+ years: 3

MEMBER EVENTS & NETWORKING OPPORTUNITIES

BUILDING RELATIONSHIPS

- 265 attendees at a variety of Training Classes & Educational Offerings
- 540 attendees at the First Wednesday Events
- 70 attendees for the Christmas in July Event
- 740 attendees during live flexmls® Training Classes
- 660 attendees at the General Membership Meetings
- 200 attendees at the Committee Rush
- 105 attendees for YPN Professional Development Summer Series
- 97 attendees at the BOOM'er Meetings
- 170 attendees for the Annual Chili Cook-Off
- 250 attendees at the Trade Fair
- 175 attendees for the Vino For Vets Event

MEMBER SERVICES

ASSOCIATION

- Supra KEY & Lockbox Assistance
- Variety of Professional Development Classes & Presentations
- Free Subscription to Ventura County Coastal Magazine published monthly
- Political Advocacy & Representation
- Professional Standards Services
- Discounted Pricing at the REALTOR® Store

MULTIPLE LISTING SERVICE

- Renewed CRMLS Data Share
- Free MLS/Technical Phone Support
- flexmls® One-on-One Training
- flexmls® Training Classes
- Bi-Monthly MLS Rules & Regulations Classes
- MLS Data Shares throughout VCRDS, CARETS, and CRMLS Areas





STRATEGIC PLAN With four key areas of focus, the VCCAR Strategic Plan is designed to provide members with valuable and effective programs and services.

- | | |
|---|---|
| 1. Advocacy | 3 Objectives, 8 Tactics
88% of Goal Achieved |
| 2. Community Outreach | 2 Objectives, 5 Tactics
60% of Goal Achieved |
| 3. Governance & Policy | 8 Objectives, 15 Tactics
87% of Goal Achieved |
| 4. Products, Programs, and Member Services | 7 Objectives, 26 Tactics
88% of Goal Achieved |

ADVOCACY

The REALTOR® Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment. Now more than ever, it is critical for REALTORS® to come together and speak with one voice about the stability a sound and dynamic real estate market brings to our communities. VCCAR is proud of its advocacy efforts and results in 2017 which include:

- 17 participants** VCCAR Legislative Day Participants
- 7 presentations** Fair Housing Presentations
- 3 meetings** In-District Meetings with State Elected Officials
- 2 visits** Oxnard Mayor Tim Flynn



FINANCIAL INFORMATION*

The Ventura County Coastal Association of REALTORS® (VCCAR) is a nonprofit 501(c)(6) organization and the Ventura County Multiple Listing Service (VCMLS) is a corporation. The information below reflects the combined preliminary financials year-to-date for 2017.

Total Revenue:
\$1,857,224

Total Expenses:
\$1,639,538

2017 YTD Net Income:
\$217,685



*VCCAR members in good standing may request an appointment for a more detailed financial overview by written request. Please contact Wyndi Austin, CEO at wyndi@vccarrealtors.com.

CALLS FOR ACTION

2017 brought three (3) **Calls for Action** to our members asking for participation. When Congress is considering legislation that affects the real estate industry, NAR calls on its members to act. NAR members join together and speak with one loud, powerful voice.

15.24% response rate Reauthorize the National Flood Insurance Program (NFIP)

26.54% response rate Reform Our Tax Code AND Protect Middle Class Homeowners



2017 NAR MEMBER PROFILE

- The typical REALTOR® has 10 years of experience.
- In 2016, the typical agent had 12 transactions, which is up from 11 transactions in 2015.
- 63% of all REALTORS® are female.
- The majority of REALTORS® (82%) own their primary residence.



REALTOR® ACTION FUND (RAF)

Thirty-five percent of all legislation introduced in the State Capitol impacts real estate, this equals approximately 2,000 bills every year. Your local, state, and national REALTOR® Associations are the only entities that represent the interests of REALTORS®, homeowners, and private property rights.

VCCAR has a total of 417 contributors. This is a 22% participation rate for a total of \$23,620.75.



2017 BOARD OF DIRECTORS

OFFICERS

Lyle Elliott
2017 President

Matt Capritto
President-Elect

Jorge DeLeon
Secretary/Treasurer

Mark Chacon
Immediate Past President

DIRECTORS

Ashley Anderson
Director

Tim Comstock
Director

Terri Davis
Director

Susie Hafer
Director

STAFF

ADMINISTRATION

Wyndi Austin, CAE, RCE, e-PRO
Chief Executive Officer

Pamela Patterson
Executive Assistant &
Professional Standards Administrator

Rosa Salazar
Receptionist

ADVOCACY

Marta Golding Brown
Government Affairs Director

MARKETING COMMUNICATIONS

Linda Faciana, CMP
Marketing & Communications Manager

HIGHLIGHTS

New Website

The newly designed, user-friendly website; www.vcrealtors.com!

2018 Leadership Academy

Applications will be available early 2018!

Bylaws & Policy

Board approved Bylaws and all-new Policy Manual!

Improved Communications

Redesigned emails that include Board Briefs, In The News AND Text Messaging!

2017 NAR Good Neighbor Award

Congratulations to
Kay Wilson-Bolton!

Sher Heard
Director

Jim Keith
Director

Cami Pinsak
Director

Briana Quinn
Director

Carolyn Triebold
Director

Robin Turner
Director

Joe Virnig
Director

Jeffrey J. Stinnett, Esq.
Non-REALTOR® Director

MEMBERSHIP SERVICES

Barbara Amick
Membership Manager

Alma Dominguez
REALTOR® Store Manager
Supra Key Specialist

MULTIPLE LISTING SERVICE

Anne O'Shea-Greenfield
MLS Director

Erika Serrano
MLS Support & Compliance

FINANCE

Molly Pellegrino
Accounting Manager

MISSION

Our mission is to be the local advocate for REALTORS®; to enhance the professionalism, integrity, and competency of members; and to promote private property rights.

VISION

Pursuing the Highest Standards in Service, Ethics, and Technology.

ASSOCIATION HISTORY TIMELINE

OCT 30, 1925 The Ventura Realty Board is admitted to membership in the National Association of Real Estate Board (NAREB).

JUN 7, 1926 The Oxnard Realty Board is admitted to membership in NAREB.

APR 29, 1932 The Ventura Realty Board is dropped from membership in the NAREB.

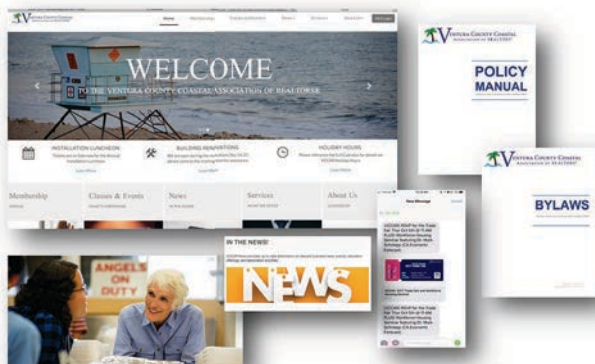
OCT 26, 1934 The Oxnard Realty Board is dropped from membership in the NAREB.

NOV 16, 1943 The Oxnard Harbor District Real Estate Board and the Ventura Real Estate Board are admitted to membership in the NAREB.

NOV 14, 1967 The Camarillo Board of REALTORS® is admitted membership in the NAREB.

SEP 13, 1996 The Ventura Association of REALTORS®, the Camarillo Association of REALTORS®, and the Oxnard Association of REALTORS® merge to form the Ventura Association of REALTORS®.

SEP 15, 1997 The Association's name is changed to the Ventura County Coastal Association of REALTORS®.



VENTURA COUNTY COASTAL
ASSOCIATION OF REALTORS®

2350 Wankel Way
Oxnard, CA 93030

805.981.2100 tel
805.981.2107 fax

www.vcrealtors.com