Vision & Mission

The Orlando Regional REALTOR® Association is one of the largest local trade associations in the state of Florida, serving more than 14,500 members in Orange, Seminole, and the surrounding counties. Our membership is composed of REALTORS® who are involved in residential and commercial real estate as brokers, salespeople, property managers, appraisers, counselors, and others who are engaged in all aspects of the real estate industry.

ORRA is committed to protecting, promoting, and advancing the real estate industry and the real estate profession. The association works to further our members’ interests by advocating for pro-REALTOR® policies and legislation, enhancing professionalism through education and networking opportunities, and promoting the value of REALTORS® and the REALTOR® brand to consumers.

It is truly our volunteers that are the heart of ORRA, and we are fortunate to have more than 400 leaders who donate thousands of hours to the association and the profession. Their contributions are invaluable to ORRA fulfilling our mission, and we thank them for their service.

Mission: The Orlando Regional REALTOR® Association creates an environment that elevates the professionalism and experience of REALTORS®

The REALTOR® Family

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Membership

Nearly 14,500 REALTORS® and real estate industry professionals called ORRA home in 2017, making ours the eighth largest local REALTOR® association in the country.

MEMBER TYPES

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary REALTORS®</td>
<td>11,765</td>
<td>83%</td>
</tr>
<tr>
<td>Secondary REALTORS®</td>
<td>97</td>
<td>0.7%</td>
</tr>
<tr>
<td>Responsible Managers</td>
<td>36</td>
<td>0.3%</td>
</tr>
<tr>
<td>Primary Designated REALTORS®</td>
<td>2,067</td>
<td>15%</td>
</tr>
<tr>
<td>Secondary Designated REALTORS®</td>
<td>249</td>
<td>2%</td>
</tr>
</tbody>
</table>

AFILIATES

- Affiliate Firms: 324
- Additional Affiliate Firm Reps: 60
- Total Active Affiliates: 384

YEARS OF MEMBERSHIP

- 1 or less: 36%
- 2-4: 23%
- 5-9: 17%
- 10-19: 18%
- 20-29: 4%
- 30+: 2%

MEMBERS PER OFFICE

- <30: 8%
- 30-39: 20%
- 40-49: 26%
- 50-59: 24%
- 60+: 17%

GENDER

- Male: 47%
- Female: 53%

AGE

- <30: 8%
- 30-39: 20%
- 40-49: 26%
- 50-59: 24%
- 60+: 17%

64 members were installed into the 2017 ORRA Honor Society, which recognizes significant contribution of volunteer time and effort to ORRA and our programs.

- 6 ORRA members awarded REALTOR® Emeritus status.
- 32 ORRA members recognized as 30-year Tenure Honorees.
To meet the unique needs of REALTORS® specializing in niche areas of real estate, five special interest groups held educational sessions, networking events, and even service opportunities throughout the year.

**Global Real Estate Council of Orlando**
210 members

**Independent Small Brokers Council**
284 members

**Orlando Regional Commercial Council**
424 members

**Young Professionals Network**
175 members

The Orlando Regional Commercial Council awarded three scholarships worth a total of $2,200 to support members’ continuing education through the CCIM Institute.

Global Real Estate Council of Orlando earned Platinum-level status for the fifth consecutive year.

YPN celebrated their second annual “20 Under 40 Rising Stars in Real Estate” awards

Global Real Estate Council of Orlando sent representatives to Canada, Greece, and Panama in 2017 to promote the strength of investment in Orlando real estate
Member Services

SUPRA LOCKBOX SYSTEM

1,690 sold
28,926 active

PROFESSIONAL STANDARDS

ORRA provides REALTORS® and consumers with a structured process for resolving grievances related to the Code of Ethics. We also provide Designated REALTORS® (brokers) with a process for resolving disagreements related specifically to commissions.

50 cases filed
35 ethics complaints
15 arbitration disputes

47 cases completed
27 hearings
12 withdrawals
8 dismissals

COMMITTEE SERVICE

Nearly 450 members contributed their time and knowledge by serving on a committee in 2017 and helped to guide both ORRA and the real estate profession.

18 committees, subcommittees, and task forces
132 meetings

MEMBER BENEFITS

Members Health Insurance Exchange
FedEx Office
DocuSign
FCA
OFFICE DEPOT
real satisfied
PLACESTER
DRUG CARD AMERICA
Budget
Supra
OfficeMax
Professional Development

ORRA hosted nearly 150 live education classes (74 unique courses) taught by 51 different instructors in 2017.

- 134 live classes
- 25% more classes than 2016
- 846 hours live continuing education
- 1,438 hours online continuing education
- 9,015 members utilized an education program

Nearly 800 members earned one of ORRA’s two proprietary certification programs in 2017.

- 784 Excellence in Professionalism – Gold Key Certification
- 5 Risk Management Certification
- 31% members held a designation in 2017

MFRMLS-Hosted Classes

- 89 live classes
- 1,864 members attended a live class

TOP 5 ORRA Member Designations

- GKC 2,857
- GRI 845
- ABR 258
- CRS 139
- CIPS 131
Events & Partnerships

EVENTS

ORRA hosted more than 60 special events in 2017, ranging from a tradeshow to specialty networking sessions. About 20 of those events were held in our conference room, while another 40-plus functions were held in offsite venues.

ORRA’s annual REALTOR® Expo at the Loews Royal Pacific Resort was our largest event in 2017.

• 80 vendors
• 650+ attendees

SPONSORS

Advertisers spent nearly $80,000 in 2017 to market their products and services to REALTORS® through the sponsorship of special events and educational programs.

PARTNERS

Nine real estate services participated in ORRA’s partnership program throughout 2017 to take advantage of our unique sponsorship and recognition marketing opportunities. Partners contributed more than $95,000 in support of ORRA’s events and programming.
Community Relations

In an effort to give back and enrich our local community, ORRA partners with many community organizations across Central Florida.

ORRA donated a total of $75,000 in assistance to REALTORS® around the country for help in recovering from hurricanes, fires, and other natural disasters.
- $25,000 donation to National Association of REALTORS® Relief Foundation
- $50,000 donation to Florida REALTORS® Disaster Relief Fund

The ORRA Community Relations Committee coordinated nearly 30 community service activities such as:
- Packing “Totes of Hope” filled with member-donated toiletries for the Florida REALTORS® hurricane relief effort.
- Assisting at the Central Florida Fair Housing Summit.
- Educating high schoolers about careers in real estate during the POPS (Professional Opportunities Program for Students) Career Fair.
- Regularly preparing and serving dinners for guests of Hubbard House.
- Representing REALTORS® at a Winter Park Chamber of Commerce Good Morning Winter Park event.
- Helping out at the Boys & Girls Club of Central Florida Christmas party.
- Lending a hand and hammer during a Habitat for Humanity Build Day.

2017 marked the third annual ORRA Good Neighbor Awards celebration. To date, 21 ORRA members have been recognized with an ORRA Good Neighbor Award for their outstanding community service, and ORRA has provided $16,500 in contributions to their charitable organizations.

ORRA contributed more than $32,000 to community organizations such as:
- American Heart Association
- Autism Speaks
- Brazilian Day Orlando 2017
- Camaraderie Foundation, Inc.
- Coalition for the Homeless of Central Florida
- City of Orlando Dr. Martin Luther King, Jr., Commission
- Debbie Turner’s Cancer Care & Resource Center
- Family Promise of Greater Orlando
- Habitat for Humanity of Greater Orlando
- Harbor House of Central Florida
- Junior Achievement
- Mortgage Bankers Association of Central Florida
- Quest Inc.
- Women’s Council of REALTORS®, Orlando Regional
Financial Highlights

Operating Revenue $6.71M
Income Sources
- Membership Dues: 46.9%
- Administration Fees: 23.5%
- Member Services: 21.1%
- Professional Development Fees: 4.4%
- REALTOR® Store Sales: 3.3%
- Other: 0.8%

Operating Expenses $5.66M
Expense Sources
- Member Services: 43.1%
- General and Administration: 35.1%
- Professional Development: 13.8%
- Government Affairs: 4.1%
- REALTOR® Store Inventory: 3.9%
The Orlando Regional REALTOR® Foundation is the charitable arm of the Orlando Regional REALTOR® Association. Since 2005, the Foundation has worked to address affordable housing issues and improve the quality of life for all residents of Central Florida.

In 2017, ORRF broke ground on construction of five homes in its Heroes’ Commons at Jefferson Park housing initiative. By year end, two homes were completed, with local veterans and their families moving into their new mortgage-free homes.

$5,000 NAR Housing Opportunity grant distributed to ORRF to support the creation of a local consortium made up of affordable housing industry professionals

$10,000 Wells Fargo grants (two at $5,000 each) provided to ORRF in support of its Holden Heights Phase 2 affordable housing initiative and in support of the Nonprofit Housing Roundtable of Central Florida

$500 Donations to ORRF in the name of Steve Chitwood, the ORRA member who created the association’s award-winning Art in Architecture affordable housing program. Steve sadly passed away in June

ORRF was presented with an Orange County Sustainable Development Award in recognition of Heroes’ Commons at Jefferson Park, which is located in the Parramore area of downtown Orlando.

ORRF held four sets of focus groups to determine the status of affordable housing in Central Florida.

**ORRF re-established the Nonprofit Housing Roundtable of Central Florida to serve as a forum for local affordable housing stakeholders and as an action center for research and advocacy.**
In April, ORRF held a ribbon cutting ceremony to welcome two families to their new Heroes’ Commons at Jefferson Park homes.

To date, ORRF has raised more than $900,000 for its Heroes’ Commons at Jefferson Park initiative.

2017 Foundation Fundraising

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>ORRA member contributions</td>
<td>$29,092</td>
</tr>
<tr>
<td>Corporate grantor and sponsor contributions</td>
<td>$15,000</td>
</tr>
<tr>
<td>Total contributions</td>
<td>$44,592</td>
</tr>
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</table>
REALTORS® Political Action Committee and Advocacy

The REALTORS® Political Action Committee supports political candidates who reflect sensitivity to the REALTOR® position on real estate issues, and advocates on behalf of homeownership and private property rights.

ORRA’s local advocacy efforts in 2017 focused on issues such as:

- Mortgage interest deduction
- Flood insurance
- State and local tax deductions
- Business rent tax
- Estoppel fees
- Property insurance

ORRA members made the trip to Tallahassee for Great American REALTOR® Days, an annual statewide initiative that reminds legislators of the power of the REALTOR® voice.

Legislators were visited by ORRA members to spread the REALTOR® perspective on real estate-related issues.
ORRA screened and recommended candidates for 14 local elected offices in 2017. REALTOR® Dominic Persampiere was an ORRA-supported candidate and won the race for Mayor of Oviedo.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hall of Fame</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50,000+</td>
<td></td>
<td>3 members</td>
</tr>
<tr>
<td>$25,000+</td>
<td></td>
<td>10 members</td>
</tr>
<tr>
<td>Golden R</td>
<td>$5,000-$10,000</td>
<td>5 members</td>
</tr>
<tr>
<td>Crystal R</td>
<td>$2,500 - $5,000</td>
<td>5 members</td>
</tr>
<tr>
<td>Sterling</td>
<td>$1,000 - $2,500</td>
<td>27 members</td>
</tr>
</tbody>
</table>

Auctions featuring live and online bidding on great items are a primary source of RPAC fundraising. We hosted or participated in five auctions in 2017 and raised $62,643 from bids on 284 items.

ORRA has one of the highest percentages of RPAC Major Investor donors within our membership among all local REALTOR® associations nationwide:

2017 RPAC CONTRIBUTIONS
$281,156
MADE BY
3,112 MEMBERS

2017 RPAC GOAL
$254,155

ORRA earned a 2017 Triple Crown Award from the National Association of REALTORS® for meeting or exceeding our RPAC fundraising goal; member participation criteria; and call-to-action member response rate.
Communications

ORRA’s communications efforts target both member and consumer audiences to keep them informed about the association; REALTOR® and real estate-related issues; the Orlando housing market; and, of course, the benefits that a REALTOR® provides to the real estate transaction.

Member Communications

Orlandorealtors.org

290,000+ sessions
125,000+ users
580,000+ pageviews

e-Newsletters

Orlando REALTOR® Online
ORRA Events & Education Update
Market Pulse

47% average open rate
8% average click rate

Orlando REALTOR® magazine

85,921 printed copies (six issues)
$60,000+ paid advertising

Advertisers spent nearly $100,000 in 2017 to promote their products and services to our members through print and digital marketing platforms.

$60,000+ print
$36,300+ digital
Consumer Communications

Media Relations

Media relations initiatives positioned ORRA, our leadership, and REALTORS® as the source of expertise on the housing market and on real estate-related issues. Initiatives also promoted the value a REALTOR® contributes to a real estate transaction.

176 – print, digital, and television media clips
203 million – coverage views

Public Awareness Campaigns

ORRA’s 2017 public awareness campaigns utilized paid advertising to tout the benefits of using a REALTOR® to achieve your dream home and lifestyle, and to distribute persuasive “now is a good time to sell” messaging. The campaigns were funded by a $25-per member assessment that is collected with dues.

The campaigns encouraged consumers to buy and sell homes (and to utilize the services of a REALTOR® in doing so). The campaign incorporated traditional media outlets such as print, radio, and billboard, as well as new outlets: movie theaters, Google, Facebook, and Bing.

Campaign Impressions

Facebook ads and Google AdWords contributed an additional 2,826,625 impressions and 29,875 clicks to the campaign tallies.

Orlandorealtors.com

ORRA’s consumer site connects buyers and sellers with our members. Content includes a REALTOR® directory plus information about the market, the transaction, and the benefits of using a REALTOR®.

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Sessions</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>42,000+</td>
<td>32,000+</td>
<td>27,000+</td>
</tr>
</tbody>
</table>

Social Media

ORRA utilized six different platforms to connect with both members and consumers! More than 8,000 videos, articles, graphics, and photos were posted in 2017.

Facebook – 8,909 followers
Twitter – 2,652 followers
LinkedIn – 2,044 followers
YouTube – 923 subscribers
Instagram – 856 subscribers
Pinterest – 302 followers
ORRA members participated in 37,237 home sales in 2017, a 3.9 percent increase over the 35,829 transactions that took place in 2016.

ORRA produced a variety of housing market resources for members to use in their own marketing efforts:

- Market Pulse e-newsletter
- Videos
- Infographics
- Social media posts
- Analysis and talking points
- 13 monthly data reports
- 93 monthly zip code reports
- Weekly Monday Morning Quarterback report

Orlando was consistently at the top of the list for 2017 independent rankings of fabulousness, from quality of living to economy and homeownership topics:

#1 – Area for first-time homebuyers (Zillow)
#1 – Place to retire (WalletHub)
#2 – Summertime single-family market (Ten-X)
#2 – Fastest-growing city (FORBES)
#3 – Location where Millennials want to live (realtor.com)

Housing Market

$220,000
Annual median price (10 percent above 2016)

93.1%
Transactions involving a “normal” sale (up from 86.4 percent in 2016)

$9,711,487,342
Annual sales volume (13.4 percent above 2016)

45,617
New listings (0.6 percent below 2016)
The Orlando area's median price continued its upward trend throughout 2017. As of December, the median price had seen 78 consecutive months of year-over-year increases since July 2011.

International buyers spent an estimated $1.9 billion to purchase approximately 6,500 Orlando homes in 2017, which is about 20 percent more transactions than in 2016.

**2017 CUMULATIVE COMPARISON**

The Orlando area saw its cumulative overall median price increase by 10 percent in 2017, due in no small part to a now years-long slide in inventory. The 12 percent decline in inventory in 2017 also suppressed home sales, which state increased by 4 percent.

| **2017 VS. 2016 ANNUAL SALES COMPARISON - METROPOLITAN STATISTICAL AREA** |
|-----------------------------|-------------------|-------------------|
| **2017** | **2016** | **% CHANGE** |
| Sales | 44,376 | 41,230 |
| Inventory | 8,145 | 3,000 |
| New Listings | 45,617 | 41,125 |
| New Contracts | 37,364 | 36,517 |
| Dollar Volume | $9,711,487,342 | $8,481,233,090 |

| **2017 V. 2016 ANNUAL COMPARISON - HOME TYPE AND SALE TYPE** |
|-----------------------------|-------------------|-------------------|
| **Home Type** | **Median Price Change** | **Sales Change** |
| Single-family | $238,000 | 8% | 29,068 | 2% |
| Condo | $111,000 | 17% | 4,441 | 10% |
| Townhomes/Villas | $195,000 | 11% | 3,728 | 10% |
| **Sale Type** | **Median Price Change** | **Sales Change** |
| Normal | $225,000 | 7% | 34,669 | 12% |
| Foreclosure | $155,000 | 15% | 1,936 | 49% |
| Short | $156,250 | 4% | 632 | 41% |

**2017 VS. 2016 ANNUAL SALES COMPARISON - METROPOLITAN STATISTICAL AREA**

<table>
<thead>
<tr>
<th><strong>Sales</strong></th>
<th><strong>Change</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire MSA</td>
<td>44,376</td>
</tr>
<tr>
<td>Lake County</td>
<td>7,289</td>
</tr>
<tr>
<td>Orange County</td>
<td>21,607</td>
</tr>
<tr>
<td>Osceola County</td>
<td>7,335</td>
</tr>
<tr>
<td>Seminole County</td>
<td>8,145</td>
</tr>
</tbody>
</table>
2017 Leadership Team

President
Bruce Elliott
Regal R.E. Professionals LLC

President-elect
Lou Nimkoff
Brio Real Estate Services LLC

Treasurer
Jeff Fagan
Watson Realty Corp

Secretary
Dennis Burgess
Empire Network Realty

Immediate Past President
John Lazenby
Colony Realty Group, Inc.

Executive Vice President
Jacque Stanly (Retired)
Orlando Regional REALTOR® Association

Directors
Dallas Ackley
ERA Grizzard Real Estate

Natalie Arrowsmith
Arrowsmith Realty, Inc.

James Batenchuk
Charles Rutenberg Rlty Orlando

Christian Bohyn
Windmaker Realty

Jill Boles
Don Asher & Associates, Inc.

Cat Brower
Mortgagee Title Services, Inc (affiliate)

Joseph Doher
BHHS Results Realty

Beatrix Masotti
Premier Sotheby’s Intl. Realty

Cathy Marino
Cathy S. Marino Realty, Inc.

Mike McGraw
RE/MAX Central Realty

Tansey Soderstrom
Real Estate Firm of Orlando

Reese Stewart
RE/MAX Properties SW Inc.

Cliff Long was named ORRA’s new chief executive officer in December.

He replaces Jacque Stanly, who retired after 40 years with the association and was recognized by a re-naming of the conference center in her honor.
2017 Committee Chairs

Standing Committees

Audit
Dick Fryer
Southern Style Real Estate

Awards
Jeff Fagan
Watson Realty Corp

Budget & Finance
Jeff Fagan
Watson Realty Corp

Communications
Gary Balanoff
RE/MAX Select

Community Relations
Lori Rivera
Lovera Realty LLC

Executive
Bruce Elliott
Regal R.E. Professionals LLC

Government Affairs
Jill Boles
Don Asher & Associates, Inc.

Grievance
Rigo Rodriguez
Lock N Key Realty LLC

Investment
Tom O’Brien
Watson Realty Corp

Member Services
Dore Baratta
BHHS Florida Realty

Professional Standards
Susan Banden
BHHS The Property Place

Qualifications
John Lazenby
Colony Realty Group, Inc.

Strategic Planning
Dennis Burgess
Empire Network Realty

Technology
Joe Adkins
The Realty Factor Inc

Task Forces

Bylaws & Policies
Bruce Elliott
Regal R.E. Professionals LLC

Facilities
Chere Roane
Nicole-Hudson Realty Corp

Standards
Lisa Hill
Keller Williams Winter Park

Councils & Networks

Commercial
Rick Orr
Richard E Orr

Global
Marilia Neri
Real Estate Compass, LLC

Independent Small Brokers
Cathy Marino
Cathy S. Marino Realty, Inc.

Property Management
Justin LaManna, Jr.
Homevest Realty

Young Professionals
Juliana Boselli Neves
Glasstone Group Inc

Forums

Affiliates
Lisa Kurzon
Orlando Sentinel Media Group

ORRA/Florida REALTORS®
Action
Chere Roane
Nicole-Hudson Realty Corp

Professional Development
Kathy Pasha
Warner-Quinlan Inc