

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

25

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

1.9K

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

200+

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

13

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

\$50K

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



75K+

Facebook followers



Instagram followers



Twitter followers



LinkedIn followers



YouTube subscribers



Posts, Reels and Stories published on social media channels

C.A.R. EVENTS



7K

Registrants for C.A.R.'s first in-person **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

191K+

Users of zipForm® Plus, a free member benefit

98K+

zipForm® Mobile users

67K

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



17K+

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®



52

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



52

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



41

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



4

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



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