

2020

Membership Report



MINNEAPOLIS AREA
REALTORS®

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2020 Corporate Sponsors



2020 Was Unlike Any Other Year

2020 was unlike any other year with its unique challenges, but with it came new opportunities. The sudden and devastating impact of COVID-19, a global pandemic and humanitarian crisis, took all of the energy, effort, and perseverance we collectively could muster. At Minneapolis Area REALTORS®, we were right beside you, putting one foot in front of the other, supporting our members and your clients in an uncertain time.

We were thankful the real estate industry was deemed an essential business so Realtors® could continue to operate throughout the pandemic, thanks to the excellent work from our local and state advocacy efforts. And amidst a dynamic market, the Minneapolis Area REALTORS® leadership and staff demonstrated resilience as we adapted and continued supporting over 9,000 members. As information and guidance rapidly changed, we worked to provide continuing education and important market data and advocacy information for our members in a virtual format.

With the tragic killing of George Floyd, we, like many others, paused to acknowledge the injustice and pain in our community. This led us to redouble our efforts around equitable practices in our industry, starting with the association's board and staff.

MAR's Diversity, Equity, and Inclusion Committee launched the Racism in Real Estate CE class, now part of our core curriculum. Our Nominating Committee achieved the highest racial diversity represented in our board, Executive Committee, and committee appointees in our 134-year history. The Minneapolis Area REALTORS® Foundation led our first ever online giving campaign, raising over \$250,000 in partnership with SPAAR's Charitable Foundation and Minnesota Realtors®. One hundred percent of donations went to help rebuild areas of the city that were damaged during the civil unrest.

None of this would have been possible without the support of MAR's Board of Directors and the dedication of our staff. We made great strides in the first year of our three-year strategic plan (following page), driving toward our goals. The following pages share highlights of our year and demonstrate the impact you have made in the industry as members of one of the most influential professional associations in our region.

We thank you for your perseverance in 2020 and look forward to a brighter year ahead!



Linda Rogers

Linda Rogers
2020 MAR President



Carrie Chang

Carrie Chang
MAR Chief Executive Officer

2020 - 2022 Strategic Plan

1. Support Real Estate Ownership

Promote property rights while living our Code of Ethics values of sustainability and inclusion

1. Enhance recognition of the REALTOR® value for homeownership and the public
2. Advance diversity and inclusion in the industry through strategic partnership and outreach
3. Adapt approach to support demographic, cultural, and technological shifts

2. Focus on Advocacy & Issues

Increase awareness and member engagement in policy and community issues.

1. Engage broader base in public policy issues and REALTORS® Political Action Committee
2. Integrate Government Affairs work into member outreach

3. Evolve Resources & Education

Enhance offerings to reflect changing technologies and member needs

1. Test and learn with new formats to increase reach
2. Explore tiered offerings by audience segment
3. Increase member use of research and data

4. Rewarding Relationships

Inspire surprise & delight through meaningful outreach

1. Increase reach and effectiveness
2. Personalize the MAR brand
3. Build strategic partnerships
4. Connect members to opportunities to give back
5. Create agile newsroom approach

5. Build the ONE MAR Team to Fuel Our Future

1. Create team cohesion, supported by talented development and a strong culture
2. Strengthen financials and operating policies
3. Enhance governance focus, integration, cultivation and training

Our Mission

Providing the resources and leadership for REALTORS® to succeed while promoting stronger, sustainable communities.

Our Vision

To ignite professional success and grow vibrant communities as the expert resource and trusted leader in the residential real estate industry.

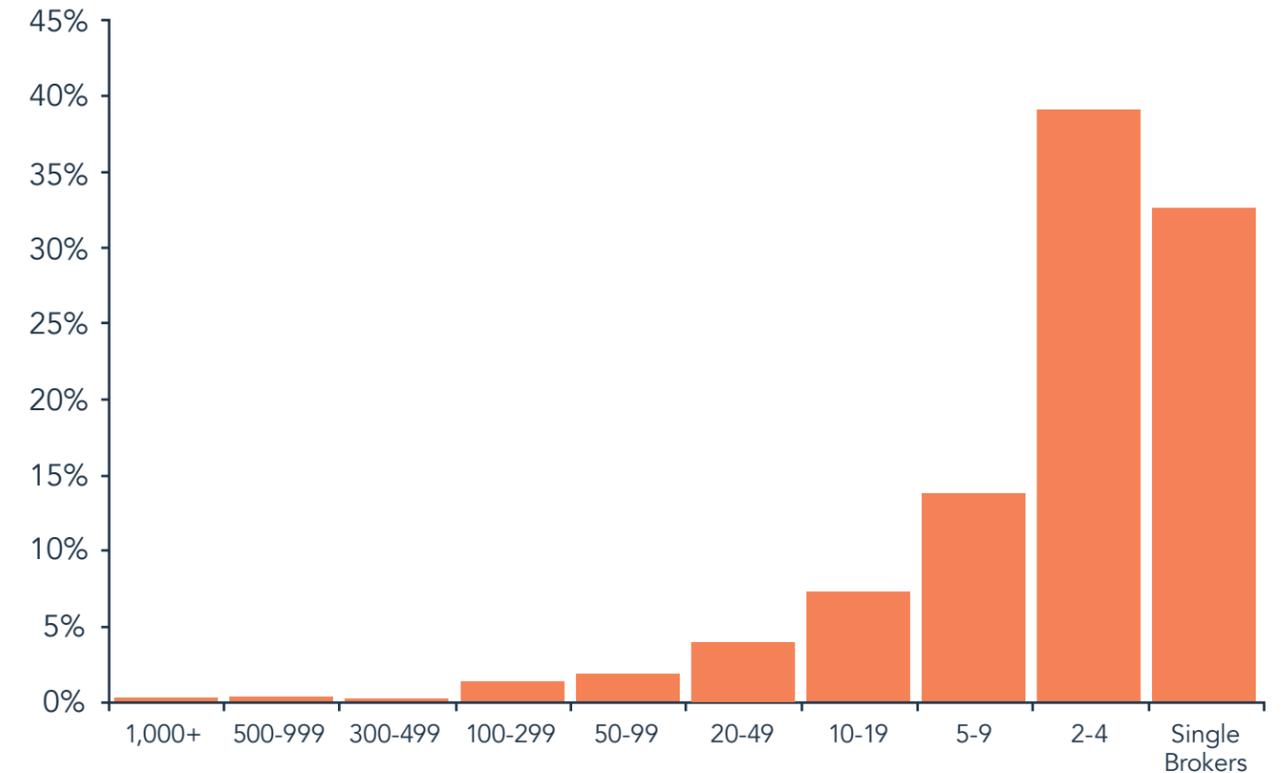
Our Values

We Strive for **EXCELLENCE**
We are **SUSTAINABLE**
We are **INCLUSIVE**
We **GIVE BACK**
We are **LEADERS**

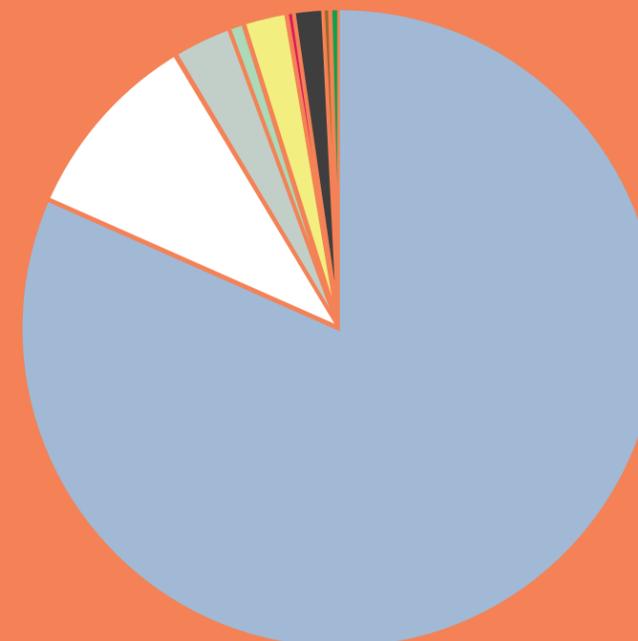
MEMBERSHIP STATS

Brokerage Size by Agent Count

(i.e. 39% of brokerages had two-four agents)



9,374 Total Active Members



- 7,654 REALTOR® Members
- 917 Brokers
- 276 Affiliates
- 71 Non Member Licensees
- 209 Appraisers
- 35 Limited Brokers
- 135 Secondary Members
- 34 Institute Affiliates
- 43 Unlicensed Assistants

EVENTS



Annual Leadership Installation & Awards night



Dr. DelRae Messer at Wake Up YPN



Patrick Ruble, Bob Clark and Linda Rogers at the Annual News Conference



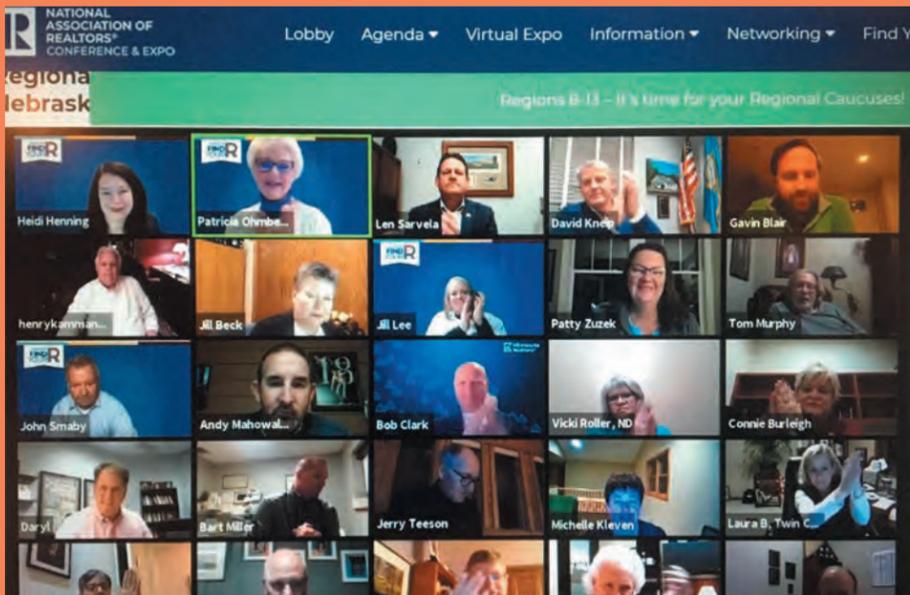
David Arbit talking all things data



MAR supply drive



REALTORS® paying respects at the George Floyd memorial



Patty Zuzek receiving nomination as NAR's 2023 Regional VP



YPN Chair Jill Morrison teaching marketing to millennials



Carrie Chang, MAR CEO, delivering booties



MAR members at Rep. Ilhan Omar town hall

RECOGNITION & AWARDS



**REALTOR®
of the Year**
Cotty Lowry



Rising Star
Sarah Huffman



Affiliate of the Year
Kevin Walsh



Exceptional Service
Julia Lashay

Scholarships

They will be attending the next in-person conference in Washington DC.

Future Leader/Ann Brockhouse



Bill Adams

Emerging Markets/Jean Leake



Lasha Raddatz



Anthony Dew

GOOD NEIGHBOR AWARD

The Good Neighbor Award recognizes Realtors® who have made an extraordinary commitment to improving the quality of life for those in need in their local community through volunteer leadership and community service. MAR donates \$500 to each recipients' featured charity. No awards were issued in 2020 as the nomination schedule was changed. In January 2021, the 2019-2020 Good Neighbor awards were announced at the Annual Leadership Installation and Awards Ceremony.

2019-2020 Recipients



Susannah Dodge Steve Havig Sheila Mitchell Dave Philp Al Tachovsky

Years of Service (formerly Quarter Century Club)

MAR welcomed 54 inductees in the Years of Service Club in 2020. This distinction recognizes people who have been members of the association for 25 years. Two members, John Anderson and Kevin Knudsen, attained the status of Realtor® Emeritus. That title is bestowed by NAR on those who have served as a Realtor® for at least 40 years and served on a committee at the national level.

Mike Abdullah, Michelle Armstrong, Pamela Bandy, Jack Barkley, Jeremy Bay, Gregory Bouquet, Steven Bruggeman, Joanne Buck, Carol Cameron, Cindy Carlson, Elizabeth Caye, Ronald Clerici, Edward Conley, Christian Connery, Terry Eggan, Carrie Fleischhacker, Daniel Fogarty, Cynthia Froid, Beverly Gonyea, Randa Hahn, Kathleen Harmon, Susan Heldstab, Barbara Helget Stoner, Paul Herzog, Jeff Hutchinson, Beth Iverson, Ronald Jensrud, Joseph Johnson, Laurie Karnes, Orville Kelley, Trudy Kilpela, Wade Klick, Robert Leibman, Joseph Ernes Lemmerman, Virginia Lord, Jeffrey Lundquist, Marlene Mushitz, Steven Nelson, Anand Prashad, Linda Roth, Lisa Salfer, Patrick Saunders, Donald Schlegelmilch, James Shafer, Kimberly Smith-Moore, Paula Spiteri, Joseph St Anthony, Candice Stabeck, Elizabeth Stadum Johnson, James Stang, Lisa Staplin, Thomas Torkelson, Daniel Ward, Renee Wilson



CHEERS TO 25 YEARS

OUTREACH COMMITTEES



Diversity, Equity & Inclusion

The committee encourages and facilitates members of underrepresented and diverse communities to engage in all aspects of MAR, providing oversight and guidance. In 2020, the committee added Equity and Inclusion to its name better describe its mission.

Committee Members

Lyndon Smith – Chair	Jamar Hardy	Doneva Rawls
Nene Matey-Keke – Vice Chair	Dakota Olds	Henry Rucker
Jackie Berry	Lasha Raddatz	Sheree Steele
Erica Blanchard	Jairo Ramirez	Amy Turner
Jin Hansen		

Environmental Initiatives

The committee provides information regarding energy efficiency, climate and sustainability. The focus is on education, advocacy, policies and environmental initiatives. In 2020, three task forces were established: Governing & Policy, Engagement & Education, and Cross Industry Partnerships.

Committee Members

Rod Helm – Chair	Christopher Harrington	Christopher Walsh
Todd Shipman – Vice Chair	Matthew Jerome	Patty Zuzek
John Anderson	Cotty Lowry	
Emily Green	Christina Newell	

Global Business Council

The council's mission is to be MAR members' global market real estate resource locally and abroad. In 2020, the council hosted the CE course Global Real Estate: Here and There, featuring Vanessa Saunders and Le Ann Dunne.

Committee Members

Missy Rotterdam – Chair	Elba Garza	Margaret Richards
Judy Shields – Vice Chair	Jin Hansen	Mindy Shears
Shang Berg	Corinne Lawrenz	Gloria Solorzano
Andre' Cilliers	Shannon Lindstrom	Delano Young
Amy Michelle Freeman	Barbara Novak	
Jackie Funk	Suzanne Rachel	



Government Affairs

The committee reviews, analyzes and acts upon proposed and current laws and regulation, and other real estate-related public policy on a local and regional level. In 2020, the committee worked to refine its charter to encourage a wide geographic representation of members within MAR's jurisdiction and a balance of experienced and new members.

Committee Members

Jerry Moscovitz – Chair	Steve Grotting	Pat Paulson
Jen Piller Quade – Vice Chair	Cindy Hanson Welu	David Pope
Bill Adams	Shae Hanson	Doneva Rawls
LeRoy Bendickson	DuWayne Jepson	Nancy Rowbotham
Teresa Cleveland	Kelli Johanson	Ryan Scheldrup
Amy Cohen	Nickolas Leavy	Jonathan Spar
Ken Colston	LeeAnn Lehto	Sheree Steele
Jim Dattalo	Dennis Libby	Scott Wellsted
Barb Davis	Cari Linn	Mary Werkmeister
Fran Davis	Peter Mason	Susan Westerman
Elizabeth Fagen	Lori Melbostad	Jesse Williams
Orville Fillbrandt	David Pagel	Victoria Wilson
Glen Grossman	Mark Parady	Kathryn Zebrev



U.S. Rep. Dean Phillips accepts MAR's Certificate of Appreciation for authoring Payroll Protection Act

Young Professionals Network

YPN provides a leading voice for real estate professionals via networking, education and commitment to our community. In 2020, the committee hosted Wake Up YPN in March featuring MAR's Director of Research and Economics, David Arbit, and Dr. DelRae Messer. They also hosted a virtual Trivia Night in November.

Committee Members

Jill Morrison – Chair	Kyle Christenson	Nia Medina
Max Loff – Vice Chair	Taylor Croissant	Alec Roth
Erica Blanchard	Jona Flores	Matt Wandzel
Lynn Chheang	Dan Nelson	Kelsey Zimmerman



GOVERNANCE COMMITTEES

Awards & Community Engagement

The committee reviews nominations for Realtor® of the Year, Good Neighbor award and the MAR scholarship program. They introduced two new awards in 2020, Rising Star, recognizing an up-and-coming leader, and Affiliate of the Year, recognizing someone who has shown great enthusiasm and leadership for the association.

Committee Members

Deb Greene – Chair
Sarah Huffman – Vice Chair
Laurie Bremer

Joann Cilliers
Ken Colston
Shannon Gabrielson

Patricia McDonald
Ryan Scheldrup



Buildings and Grounds

The committee considers acquisitions, renovations, partnerships, maintenance, management and purchases concerning the association's facilities and grounds. In 2020, the committee guided MAR's purchase of the southern portion of the office building at 5750 Lincoln Drive following the departure of the state association and approved the installation of a new monument sign.

Committee Members

Cotty Lowry – Chair
Dan Boschwitz – Vice Chair
Carson Brooks
Kath Hammerseng

Mike Hoffman
Paul Newman
Todd Urbanski
Todd Walker

Finance

The committee makes recommendations concerning strategic and financial planning, investment management and budgeting. It also oversees the association's resources to ensure efficient use of all assets and acts as the Audit Committee.

Committee Members

LeRoy Bendickson – Chair
Laura Cleve
Jessica Edwards-Smith

Ingrid Friel
David Garves
Mike Hoffman

Nene Matey-Keke
David Pope
Judd Sampson
LeAnn Sather



Nominating

The committee vets, recommends and appoints candidates for the association's Director and Officer positions, MAR's representatives on the national and state associations' Board of Directors, and the Regional MLS Board of Directors. In 2020, the committee was committed to making strides towards a more balanced representation of MAR's members on its board and committees.

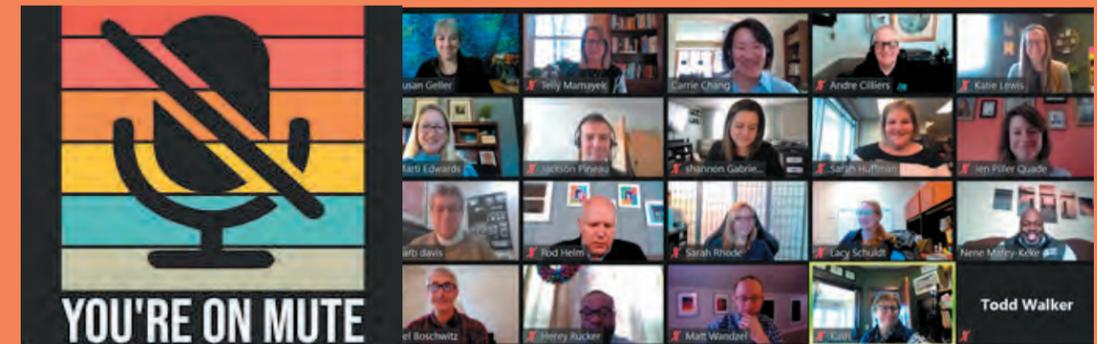
Committee Members

Todd Urbanski – Chair
Ken Colston
Shae Hanson
Jamar Hardy

Linda Johnson
Cari Linn
Denise Mazone
Pat Paulson

Mindy Shears
Lyndon Smith
Todd Walker
Andy Prashad

cross committees go zoom



Personnel

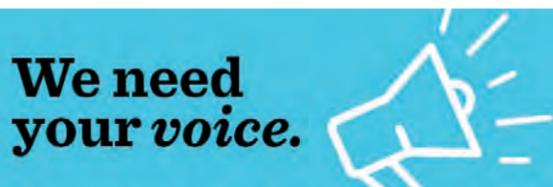
The committee oversees the CEO's performance and provides input to the Executive Committee and Board of Directors.

Committee Members

Todd Urbanski – Chair
LeRoy Bendickson
Fran Davis

Andy Fazendin
Emily Green
Kath Hammerseng

Cari Linn
Linda Rogers
Todd Walker



get involved!



MAR SERVICES

Government Affairs

Government Affairs advocates for Realtor® interests and property rights in the public policy arena by monitoring local and regional policies and regulations, influencing policy change and providing guidance to MAR members and the Government Affairs Committee.

RPAC

In 2020, member participation in the Realtor® Political Action Committee (RPAC) increased from 17% to 18.5%, consistent with the projected long-term growth rate of RPAC. This increase demonstrates MAR's members are still seeing the value of RPAC in their business. Election night 2020 was a great success for RPAC endorsed candidates in MAR's territory, with 18 elected to public offices.

2020 Highlights

- 1,635 members supported RPAC, 1.5% increase from 2019
- 38 Major Investors, 15% increase from 2019
- Three President's Circle Members, 300% increase from 2019
- Over \$142,500 contributed by members, 2% decrease from 2019
- 18 of 23 endorsed candidates were elected, a 78% success rate
- MAR contributed \$20K to RPAC via Corporate Ally program



2020 Highlights

- Hosted weekly 'Gab with your GAD' webinar with federal, state, local updates along with blogs, daily updates, and responses to member inquiries on issues from Tenant Opportunity to Purchase Act (TOPA) to COVID-19
- Secured a \$117,000 Issues Mobilization Grant from NAR to oppose the proposed TOPA ordinance in Minneapolis
- Helped shape the City of Minneapolis' Energy TISH requirements and informed members of the changes, which took effect 1/2020

Election Highlights

A big thank you to the following for achieving 100% RPAC participation in 2020!

- Board of Directors Realtor® members
- Committee Chairs
- Building & Grounds Committee
- Diversity, Equity & Inclusion Committee
- Nominating Committee



Member Engagement

Real estate agents who join MAR also become members of the Minnesota Association of Realtors® and National Association of REALTORS®. The associations bring members the tools and resources they need to succeed in a constantly evolving industry. Home inspectors, photographers, and title companies, among others, may join as affiliate members. MAR provides access to one of the largest and best real estate databases in the country, NorthstarMLS.

MAR provides rich information and education covering a range of real estate topics taught by industry experts. In addition to the Department of Commerce approved continuing education classes, MAR offers professional development classes. In 2020, MAR introduced virtual education to its members.

2020 Highlights

- 23 New Member Orientations
- 4 New Broker Orientations
- 8 Broker Forums
- 97 CE classes: 22 in-person, 75 online via Zoom
- Three New Agent Academies
- 40 Broker hired classes
- 12 Association hired classes



Market Share



■ Pie I have eaten
■ Pie I have not yet eaten



2020 FINANCIAL RESULTS

Preliminary and unaudited as of February 16, 2021

In 2020, MAR had solid financial performance despite a slight impact from the COVID-19 safety requirements which limited our ability to hold in-person events and classes. We exceeded our 2020 budget goals in profitability due to strength in membership growth and good expense management.

The timing of this growth in financial reserves is key as the association prioritizes providing stability of services and member experience in a sometimes volatile market and economy. MAR is also preparing improvements to our building and grounds that will benefit our members and our land to uphold our values of excellence, sustainability, and inclusivity.

Highlights:

- Revenue from membership dues, fees, and MLS grew 4% year over year.
- Overall operating revenue was \$6.7 million, down 3% from 2019, related to the suspension of in-person events and classes and the resulting loss of some sponsorship revenue.
- Expenses were \$6.0 million, down 4% from 2019, driven by reduced travel expenses and the lower cost of hosting virtual programs.
- Net operating income after-tax (not including investment income) is estimated to be approximately \$350,000. These funds will be reinvested at the direction of the MAR Finance Committee, Executive Committee, and Board of Directors for the benefit of members through enhanced facilities and programs or services.

Research

MAR's Research division helps members better understand a complex marketplace by providing deep insights into market dynamics. Through weekly and monthly reports, The Skinny videos and tools including InfoSparks, members are empowered to answer important questions about the market to help consumers. MAR's goal is to equip members with the knowledge and information they need to be successful, helping them manage customer expectations around pricing, market times and inventory.

2020 Highlights

- 14 classes
- 43 weekly blogs
- 19 webinars



2020 Trends

The year started off strong before COVID-19 left its mark. After a brief period of relative quiet following the onset of the pandemic, buyer activity began to rise significantly and records were set.

Most notably:

- Closed sales in the Twin Cities metro reached a new record high going back to at least 2003.
- At a median of 18 days between initial listing and accepted offer, homes sold in record time.
- Median sales price for properties across the metro rose nine percent to \$305,000, a new high.

As gains in buyer activity outpaced that of sellers and builders, inventory levels remained the biggest challenge. Sellers received an average of 99.8% of their original list price, a record high. Historically low interest rates below three percent on a 30-year mortgage were also a major storyline.

Marketing and Communications

Marketing is responsible for communicating timely and relevant information to members through the website, email, and social media. In addition to the Weekly eNewsletter, targeted emails are sent regarding educational opportunities, broker focused information, and more.



In 2020, the MAR in Your Corner outreach initiative was created in response to COVID-19. Realtors® Rebuilding Community was started after the civil unrest in June as a joint effort with MNR and the St. Paul Association of REALTORS®. Web pages were created with resources to help our community rebuild through volunteering, donating, and learning more about systemic racism.



2020 BOARD OF DIRECTORS



Linda Rogers
President



Todd Walker
President-Elect



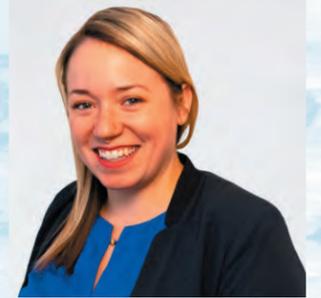
LeRoy Bendickson
Treasurer



Denise Mazone
Secretary



Todd Urbanski
Immediate Past President



Erica Blanchard
Director



Aarica Coleman
Director



Ken Colston
Director



Paul Ekstrom
Director



Kath Hammerseng
Director



Shae Hanson
Director



Rod Helm
Director



Mike Hoffman
Director



Linda Johnson
Director



Jerry Moscovitz
Director



David Pope
Director



Doneva Rawls
Director



Ryan Scheldrup
Director



Mindy Shears
Director



Lyndon Smith
Director



Randy Weestrand
Director



Patty Zuzek
Director



LEADERSHIP VOLUNTEERS



Directors

In the summer, MAR accepts applications from members to serve three-year terms on the Board of Directors. The Nominating Committee selects six applicants for the election and members vote for three candidates. The top three vote-getters begin their term on the Board of Directors the following year. The Nominating Committee also reviews applications, conducts interviews, and appoints officers of the board to serve one-year terms as Executive Committee members.

Members also can be appointed to serve as MAR representatives on committees for the state and national Realtor® associations and the Regional MLS.

NAR Directors

Fran Davis
Emily Green
Deb Greene
Pat Paulson

MNR Directors

Kath Hammerseng
Susan Jackson
LeRoy Bendickson
Judy Shields

RMLS Directors

Fran Davis
John Anderson
Todd Shipman
Andy Fazendin
Carson Brooks

NAR Committee Members

John Anderson
Matt Baker
Budd Batterson
Doneva Rawls
Fran Davis
Emily Green
Deb Greene

Kath Hammerseng
Rod Helm
Julia Lashay
Susan Jackson
Claire Killen
Nene Matey-Keke
Timothy O'Brien

Pat Paulson
David Pope
Judy Shields
Todd Shipman
John Smaby
Lyndon Smith
Todd Urbanski
Patty Zuzek



FOUNDATION



2020 was a remarkable year for MAR's Foundation. Within weeks of the pandemic's onset in the spring, the Foundation distributed \$40,000 in immediate relief to eight non-profit housing organizations to help meet demand for their services. The Foundation followed with its annual grant program, providing another \$40,000 in funds to 11 non-profits that provide housing and housing-related assistance to those in need.

Following the social unrest sparked by the killing of George Floyd, the Foundation joined forces with SPAAR's Foundation and Minnesota Realtors® to raise funds to rebuild the businesses that were damaged or destroyed. The MN Realtors® Rebuilding Community Giving Campaign collected \$251,620 from individuals, brokers, corporate partners, and Realtor® associations across the state.

2020 MAR Foundation Board of Trustees

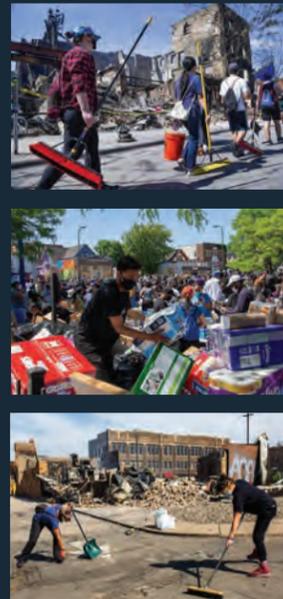
Cari Linn, Chair
Matt Wandzel, Vice Chair
Cotty Lowry, Treasurer
LeRoy Bendickson
Shannon Brooks
Ken Colston
Alyssa Fischer
Kath Hammerseng
Sarah Huffman
David Philp

2020 COVID-19 Relief & Annual Grant Recipients

Angel Foundation
Beacon Interfaith
Cornerstone
Greater Minneapolis Crisis Nursery
Jeremiah Program
Minnesota Assistance Council for Veterans
PRISM
Project for Pride in Living
Simpson Housing Services
St. Stephen's Human Services
The Arc Minnesota
The Bridge for Youth
The Link
Tubman



MN REALTORS® REBUILDING COMMUNITY



Thank you to everyone who generously donated to the MN Realtors® Rebuilding Community Campaign, surpassing our goal of \$250,000! The campaign was hosted by the Minneapolis Area REALTORS® Foundation, in partnership with the St. Paul Area Association of REALTORS® Charitable Foundation and Minnesota Realtors®. Recognizing the strong tie between healthy businesses and home ownership, all money raised is funding the rebuilding of businesses in the Twin Cities that were damaged or destroyed following the killing of George Floyd.

We are pleased to donate all funds raised to the following organizations:

- Upper Northside Business Association
- Longfellow Community Council
- Minneapolis Foundation
- Twin Cities Rebuild for the Future Fund

MN Realtors® Rebuilding Community is a multi-association effort to engage in racial diversity, equity and inclusion issues as they pertain to housing. Minneapolis Area REALTORS®, Minnesota Realtors® and the St. Paul Area Association of REALTORS® are founding partners.



Thank you to our Supporters





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