

# 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.

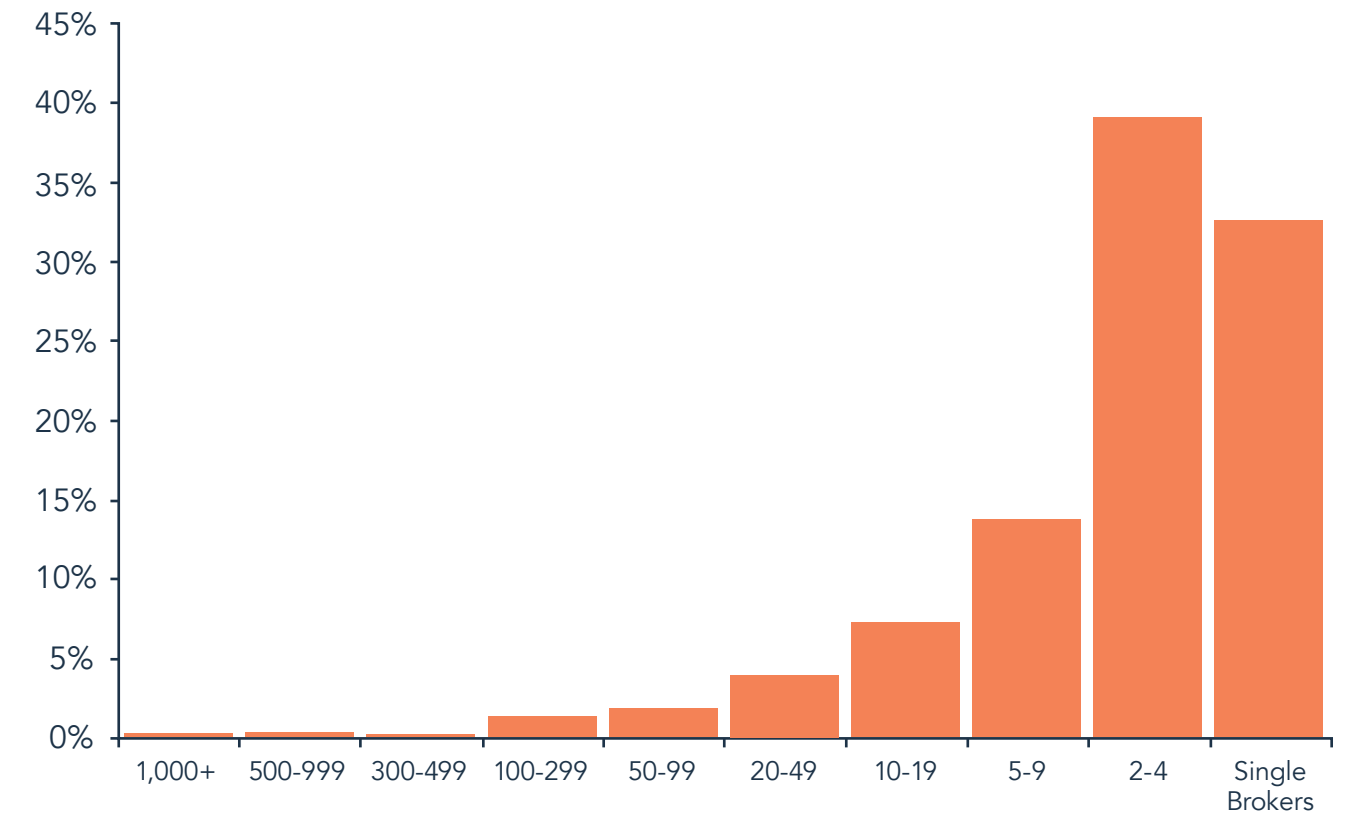
## Our Values

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

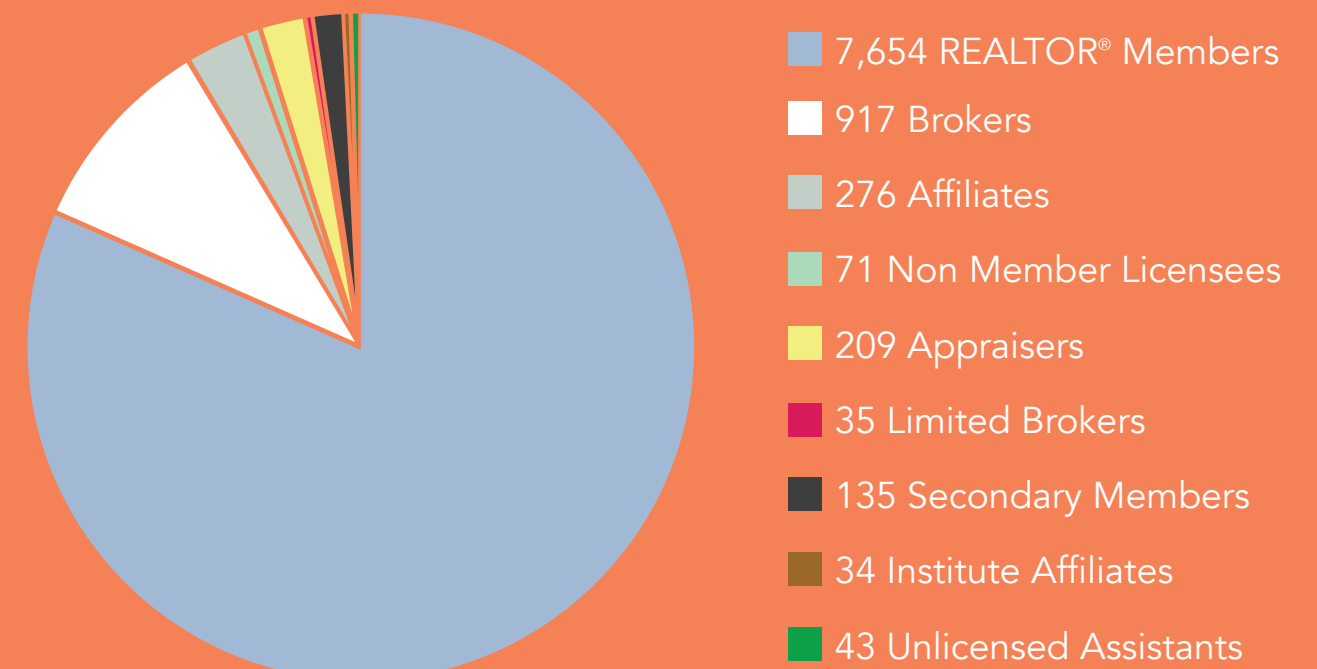
# MEMBERSHIP STATS

## Brokerage Size by Agent Count

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



## 9,374 Total Active Members





# 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



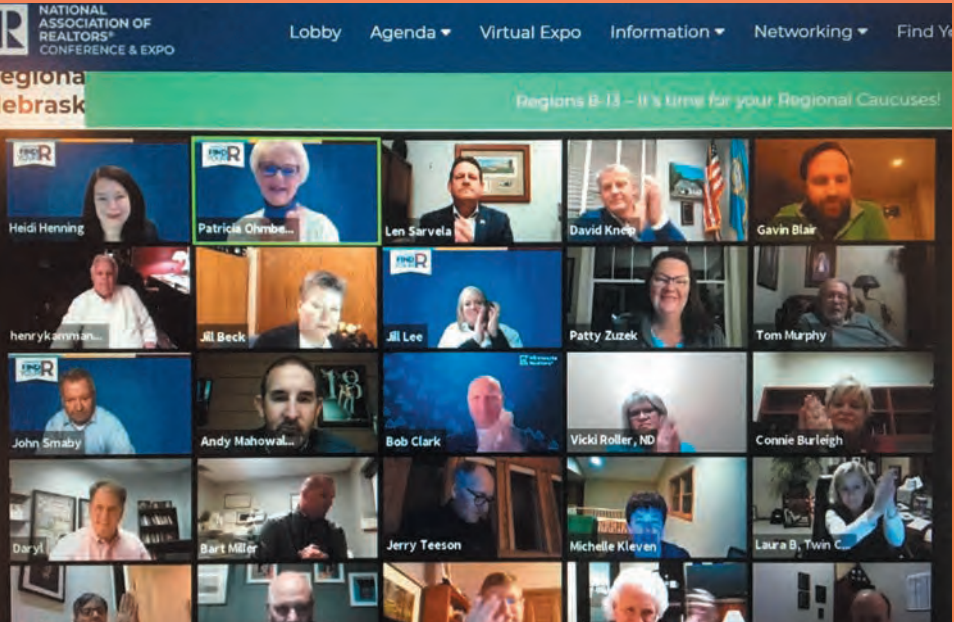
David Arbit talking all things data



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  
Nene Matey-Keke – Vice Chair  
Jackie Berry  
Erica Blanchard  
Jin Hansen

Jamar Hardy  
Dakota Olds  
Lasha Raddatz  
Jairo Ramirez

Doneva Rawls  
Henry Rucker  
Sheree Steele  
Amy Turner

## 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  
Todd Shipman – Vice Chair  
John Anderson  
Emily Green

Christopher Harrington  
Matthew Jerome  
Cotty Lowry  
Christina Newell

Christopher Walsh  
Patty Zuzek

## 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  
Judy Shields – Vice Chair  
Shang Berg  
Andre’ Cilliers  
Amy Michelle Freeman  
Jackie Funk

Elba Garza  
Jin Hansen  
Corinne Lawrenz  
Shannon Lindstrom  
Barbara Novak  
Suzanne Rachel

Margaret Richards  
Mindy Shears  
Gloria Solorzano  
Delano Young



## 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  
Jen Piller Quade – Vice Chair  
Bill Adams  
LeRoy Bendickson  
Teresa Cleveland  
Amy Cohen  
Ken Colston  
Jim Dattalo  
Barb Davis  
Fran Davis  
Elizabeth Fagen  
Orville Fillbrandt  
Glen Grossman

Steve Grotting  
Cindy Hanson Welu  
Shae Hanson  
DuWayne Jepson  
Kelli Johanson  
Nickolas Leavy  
LeeAnn Lehto  
Dennis Libby  
Cari Linn  
Peter Mason  
Lori Melbostad  
David Pagel  
Mark Parady

Pat Paulson  
David Pope  
Doneva Rawls  
Nancy Rowbotham  
Ryan Scheldrup  
Jonathan Spar  
Sheree Steele  
Scott Wellsted  
Mary Werkmeister  
Susan Westerman  
Jesse Williams  
Victoria Wilson  
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  
Max Loff – Vice Chair  
Erica Blanchard  
Lynn Chheang

Kyle Christenson  
Taylor Croissant  
Jona Flores  
Dan Nelson

Nia Medina  
Alec Roth  
Matt Wandzel  
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

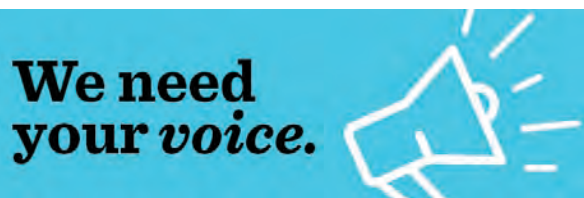
The committee makes recommendations concerning strategic and financial planning, investment management and budgeting. It also oversees the association’s resources to ensure efficient use of all assets and acts as the Audit Committee.

### 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



# get involved!



## 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.

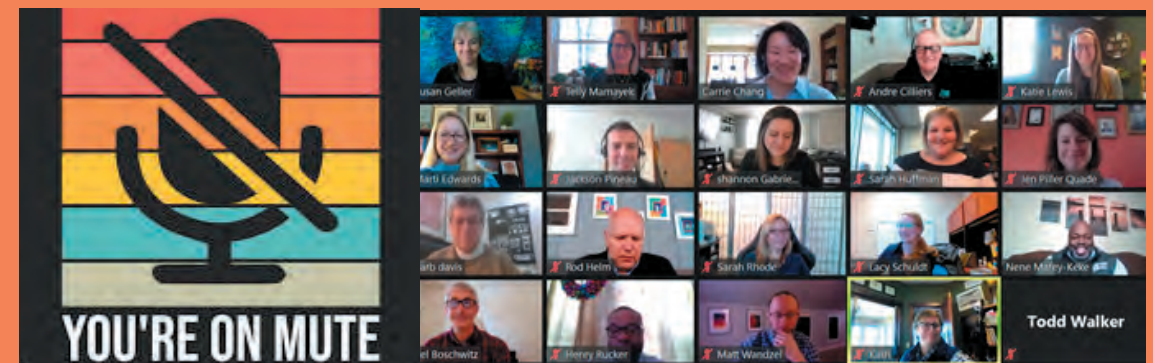
### Committee Members

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







## 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.

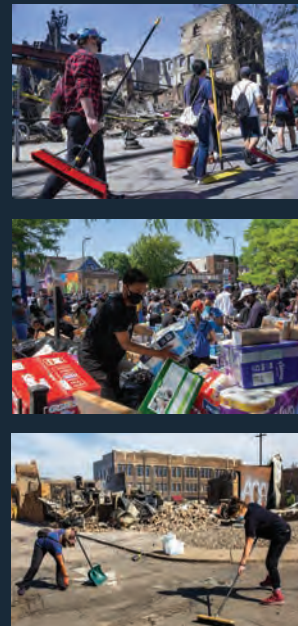
### 2020 MAR Foundation Board of Trustees

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





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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Minneapolis, MN 55436

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[www.mplsrealtor.com](http://www.mplsrealtor.com)