

## TUCSON ASSOCIATION OF REALTORS®

Soccer Shootout Title Sponsor | Economic Forecast | Membership meetings, such as the 59-minute meeting with AAR President Paula Monthofer | Mixers, including Country Kickoff | Trade Show Expo with over 100 vendors/nearly 1,100 attendees | Installation & Awards Ceremony | TAR President Pam Ruggeroli's Totes for Hope initiative – Beneficiary: Old Pueblo Community Services | Quarterly ADRE updates with Commissioner Judy Lowe

## COMMUNICATIONS & MARKETING

50 Weekly E-Newsletters | 50 Weekly Home Tour E-News | 52 Advertorials — *AZ Daily Star* | 25 press releases for TAR & TRCF; 20 radio/TV interviews | 12 Monthly Market Updates in *Homes & Land* magazine | Ads in various publications in support of the community and/or real estate industry with the new tagline “We Call Tucson Home”

### Social Media

Posting topics included TAR & TRCF events/news, fundraisers, industry updates, CFAs, safety, wire fraud, & local interest  
Facebook: 455 total postings & 2,413 followers; Facebook video views 26,200 up 50% year-over-year  
Twitter followers: 1,303 | New to TAR in 2017: LinkedIn with 501 followers & Instagram with 110 followers  
TAR Website Views: 37,200 (avg. 3,100/mo.)

### Marketing

Produced numerous marketing pieces for events and classes, as well as nearly 20 event videos, monthly infographics & animated statistics videos. Produced 2 new pieces “7 Reasons to Use a REALTOR®” & “Safety Awareness for REALTORS®”

## MEMBERSHIP

- Year to Date New Members: 631
- Primary Members: 5,109
- Secondary: 182
- Affiliates: 277 (70 firms)

## MEMBER BENEFITS

- Free education classes
- 11 companies for home, auto & travel discounts + 40 from ESM

## TUCSON ASSOCIATION OF REALTORS® EDUCATION

- Delivered 85 courses to 3,098 members
  - Total number of classes provided: 211 to 4,911 members
- New partnership with Pima Community College providing the “Real Estate of Business: Independent Contractor Success Series,” launching Spring 2018

## COMMITTEE SUCCESSES

### Affiliate Committee

Launched “Meet Your Affiliates” video project; Affiliates are now searchable by business category

### Community Outreach

Launched TAR Community Battery Drive; coordinated 3 Real Estate Habitat Build Days; held Affiliate Appreciation Fiesta & Annual Health Fair

### Forms Subcommittee

Created a Fraud Alert Disclosure form & a draft of the “Off the Market Advisory” form

### Green Committee

Organized spring mixer; 2 Lunch & Learns; brunch tour at Originate; UA ENR2 building tour

### Home Tour

Coordinated over 48 weekly marketing meetings & tours, including specialty tours – Mt. Lemmon, New Home Construction & Historic Central Homes

### Housing Opportunities

Annual partnership (since 2010) with UA/Take Charge America Institute's AZ Financial Face-Off (AFF), a personal finance competition for local HS students

### Property Management

Co-sponsored 5 free Property Management classes with NARPM; other classes included: fair housing, medical marijuana & AAR Forms

### Recognition

Created an online awards nomination form

### Risk

Hosted Broker/Manager Roundtable + Phone-a-thon reaching over 300 brokerages to create awareness of Cyber Security/Wire Fraud

### Young Professionals Network

2017 winner of *AZ Daily Star* Readers' Choice Awards “Best Networking Group” | Raised \$7,823, 36 cases of diapers & 56 toys through 2 major fundraisers, benefiting Tu Nidito & Casa de los Ninos | Hosted 2 other events + 3 Parties with a Purpose | 3 members are on the TAR BOD | 2 members received 2017 Rookie Award & Outstanding Service Award

## ADVOCACY/RAPAC

- 2017 Year to Date: \$94,500 | Goal: \$98,000 | 1,194 Investors | Participation rate: 25.07
- Successfully passed Proposition 101 to fix Tucson roads & purchase life-saving equipment for public safety officers — passed 2:1
- Supported candidates in City Council election

## MULTIPLE LISTING SERVICE OF SOUTHERN ARIZONA

- Successful upgrade & conversion
- 126 training courses attended by 1,813 members | 160 members received one-to-one assistance
- New this year — video tutorials with 1,066 views
- MLSSAZ Upgrade — Assisted 753 additional members via our new video resources

## TUCSON REALTORS® CHARITABLE FOUNDATION

- Allocated over \$41,000 to 15 local nonprofits through member donations, annual golf tournament, & other additional fundraisers.