

2022 Leadership Planning Conference

Spokane Association of REALTORS®



**Leadership Guide for Officers,
Directors and Committee Chairs**



JANUARY 7, 2022
DOUBLE TREE CITY CENTER

TABLE OF CONTENTS

LEADERSHIP PLANNING CONFERENCE

AGENDA	4
PURPOSE OF LEADERSHIP PLANNING CONFERENCE	5
MESSAGE FROM PRESIDENT	6
<hr/>	
SPEAKER BIOS AND HANDOUTS	7
* Nick Ellis Bio	
* Mark Divine Bio	
* Morning Handouts	
* Agency McKenna	
* Ginger Downs Bio	
* 2022-2024 Strategic Plan	
<hr/>	
INTRODUCTION & BACKGROUND	22
DIRECTORIES	24
* SAR Leadership	
* WR Leadership	
* NAR Leadership	
* Legal Counsel	
<hr/>	
ASSOCIATION ORGANIZATION CHART	31
STAFF ORGANIZATION CHART	32
<hr/>	
STRUCTURE & OBJECTIVES	34
* Governance	
* Purpose	
* Restated Bylaws—Objectives	
* Role of Board of Directors	
* Responsibility and Duties of Director	
* Committee Chairs	
* Local, State and National	
* SAR Staff	
<hr/>	
COMMITTEE ORGANIZATION	38
<hr/>	
2022 LEADERSHIP CALENDAR	41
<hr/>	
SAR DUES AND MLS FEES	43
<hr/>	
MLS STATS	44
<hr/>	
2021 YEAR IN REVIEW	55
<hr/>	
NOTES	63
<hr/>	

AGENDA

- 7:30 a.m. Arrival and Breakfast
- 8:30 a.m. Welcome—Eric Etzel
Morning Ritual—Nick Ellis
- 9:00 a.m. Big 4 Skills of Mental Fortitude—Nick Ellis
“Staring Down the Wolf: 7 Leadership Commitments That Forge Elite Teams”

Mark Divine, Navy SEAL Commander, Retired

Power 5—Nick Ellis
- 11:45 a.m. Working Lunch
Together We Are Stronger—Project Green Light with Agency McKenna
- 12:30 p.m. Strategic Plan 2022-2024; SAR Mission, Vision and Values; Committee Best Practices—Ginger Downs
- 2:45 p.m. Evening Ritual—Nick Ellis

Wrap-Up—Mission Continues—Eric Etzel
- 3:30 p.m. Adjourn

PURPOSE OF THE LEADERSHIP PLANNING CONFERENCE

1 Bring 2022 leadership of SAR together.

Teambuilding and understanding your leadership role, making the SAR relevant to the membership.

2

3 Review SAR organization.

Make our Association stronger for those that we serve. Strive to uphold our Strategic Plan which we adopted in December 2021.

4

“Together We Are Stronger”



MESSAGE FROM YOUR 2022 PRESIDENT **ERIC ETZEL**

MISSION - The Spokane Association of REALTORS®:

- **ENGAGES** its members,
- **ENCOURAGES** professional excellence and cooperation,
- **ADVOCATES** for real property rights, and
- **PROMOTES** strong, sustainable communities.

It's truly my honor to serve this year as your president.

Congratulations on volunteering and being selected by your peers to accept the worthy MISSION to serve our members!

“Together We Are Stronger” is not just a slogan. I am confident that working Together with ALL our amazing association staff, we will be Stronger. Together we will incorporate the new Strategic Plan in this year's committee work and at association meetings and advocacy and we will grow Stronger.

I believe that by sharing common values and with your commitment to forging an elite leadership team, we will collaboratively better serve the needs of our members and the community.

Thank you for accepting the call to serve; Your Commitment to lead; Believing in the **MISSION**; and Sharing the **VISION**. I look forward to working Together with you ALL!

HOOYAH!

Eric Etzel
2021 President

VISION - The Spokane Association of REALTORS®: Is a trusted ally, guiding members and those they serve through the dynamic real estate landscape.

NICK ELLIS—BIO

Nick Ellis - Ellis Training and Transformation Systems



Nick Ellis is a Professional Martial Artist, Transformation Coach, Son, Brother, Mentor and Friend.

Nick helps professionals positively transform their body, mind and overall energy to help bridge the gap between who they are now and who they desire to become.

Nick does this by using a unique system of coaching programs that create strengths off of weaknesses, crushes limitations, builds confidence, achieves goals and creates new skills for life. This new found courage and clarity helps his clients keep growing and going in the direction of their Heart Goals.

Nick has 20+ years as a Martial Artist, Coach and Athlete.

12+ years Working with Members of the Military and Law Enforcement Communities, Professional and Amateur Athletes, Business and Medical Professionals and REALTORS®!

Nick has spent over a decade traveling internationally, teaching and coaching: Breath work, TaiChi, Stress Management Tactics, Functional Strength, Close Quarters Combative's, Edged and Blunt Weapons Tactics.

Feel comfortable to contact Nick Ellis @
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MARK DIVINE—BIO



Mark Divine is an entrepreneur, New York Times best-selling author, philanthropist, and one of the world's top leadership and coaching experts.

After a successful 20 year career as a Navy SEAL and SEAL Commander, Mark was hired by the Navy to create a nationwide coaching and leadership program for the SEALs. The bold goal of this program was to give the SEALs the best leadership and mental-management tools in the world – to help them forge unbeatable SEAL teams that achieve mission success in the most stressful, challenging environments on earth.

Divine's leadership and coaching program for the SEALs was so effective that it's now being used outside of the Navy by top CEOs, Fortune 100 companies, USA Olympics, elite universities, major league sports franchises, celebrities, and successful individuals from all over the world.

Mark Divine is the author of 5 best-selling books, including his latest book *Staring Down TheWolf: 7 Leadership Commitments That Forge Elite Teams*. He hosts a #1-ranked podcast on iTunes (Mark Divine's Unbeatable Mind) and he is the founder of 5 successful companies: Unbeatable Mind, SEALFIT, NavySEALs.com, USCrossFit, and the award winning Coronado Brewing Company in California.

Divine believes that any individual, team, or company can unlock 20X performance with the right tools and training. His company, Unbeatable Mind, helps millions of people achieve their full potential in life and business through their free training resources and advanced training programs for leaders, corporate teams, coaching professionals, and high-achieving individuals.

As a philanthropist, Mark Divine founded the Courage Foundation to help our wounded Veterans who are suffering from Post-Traumatic Stress (PTS). Recently Divine and his Courage Foundation team set a world record by completing over 22 million burpees to raise awareness, support, and funding for our Veteran heroes.

The Power 5

Breath

Water

Sleep

Nutrition

Movement

The Big 4 Skills of Mental Fortitude

Breath Control

Positivity

Visualization

Goal Setting

Focus on Others

Power Rituals

Performing these Power Rituals daily and as needed (they could be adjusted slightly for use just before or after an important event, respectively) helps train your mind to start and end each day and each important challenge in a positive, powerful “performance zone” state.

The Morning Ritual

When you awake in the morning, the first thing you will do is drink a large glass of fresh water, and then sit comfortably with your journal in a quiet space—preferably one dedicated to your reflective and visualization work—and ask yourself the following empowering questions. Write down whatever comes up.

What and whom am I grateful for today?

What am I excited about and looking forward to doing today?

What is my purpose, and do my plans for today connect me to it?

How can I move the dial toward my goals today?

To whom can I reach out and serve or thank today?

Are my goals still aligned with my purpose?

Next

Spend a minimum of five minutes Box Breathing, then spend a minimum of five minutes in mindful movement (I do up to an hour some days).

My preference is yoga, but tai chi, chi gong, or a short mindful walk will work. Finally, before you start your day, review your Daily Focus Plan. Make any adjustments to ensure it's in alignment with the answers to your morning questions, and block time in your schedule for key project work or training.

Was I “on” and in the zone today or “off ” and unbalanced?

What contributed to this feeling?

What were the top three positive things I accomplished or that happened today?

What did I learn from them?

Are there unsolved challenges I would like my subconscious mind to help me solve tonight?

What went wrong today and what is the silver lining?

The Evening Ritual

Before you settle in for the night, sit comfortably with your journal in a quiet space—preferably one dedicated to your reflective and visualization work—and ask yourself the following empowering questions. Write down whatever comes up.

Next

Now enter a meditative state using deep or Box Breathing, and then enter your mind gym in order to review your major goals and continue your ongoing visualization work.

While in your mind gym, put any questions or problems that are bugging you to your counselor or to your subconscious. Pay attention to your dreams and any waking thoughts the next day—the answer will usually be there for you.



23 SUGGESTIONS TO CRAFT YOUR MORNING RITUAL

- 1 **Pick your first thought;** don't let it pick you. 5-4-3-2-1 out of bed.
- 2 **Make your bed.** It's an easy win. Watch this: <https://www.youtube.com/watch?v=pxBQLFLei70>
- 3 **Open the curtains and welcome the day.** Be there. Embrace the moment. Take a deep breath and open the curtains. You may also want to add in a phrase, mantra, or a simple, 'Thanks for today.'
- 4 **Brush your teeth...mindfully.** You have to do it anyway, so why not take a moment to really notice what you're doing?
- 5 **Drink a full glass of lemon water.**
- 6 **Drink butter coffee.** Fat on the Brain makes you smarter faster. Drink it from your favorite mug, and enjoy every creamy, frothy, fat-burning sip.
- 7 **Take a cold shower.**
 - Breath Work.
 - Sit in a meditation posture.
 - Do ten rounds of water breath: 4 seconds in 4 seconds out expand ribs.
- 8 **Two rounds of 20 coffee breath** - exhale deeply let inhale happen naturally.
- 9 **Write Morning Pages.** They center you and clear your mind. We wake up with a ton of stuff floating around in our minds. We need to channel that energy and get it out.
- 10 **Do productive meditation.** Focus on being present and mindful, letting thoughts come to you. When you notice your thoughts steering away from your question, go back to your question.



- 11 **Think of a one-word description.** In only one word, think about or write down how you feel about the day ahead, where you are in your life right now, or what you need to hear. Put that word somewhere where it'll be visible during the day.
- 12 **Video log.** Record a short video diary for the day (one to two minutes). You can talk about virtually anything: what's happening in your life, what you're grateful for, what you're thinking about, or simply choose a random speech topic. Share with others or keep it private.
- 13 **Photolog.** Even easier – take a daily photo.
- 14 **Read.** Reading is the best way to improve your mind. Reading is good for more than just entertainment.
- 15 **Listen to your Morning Joe.**
- 16 **Be grateful.** It won't just make you happier in the moment, it will also rewire your brain to see the positive in life more easily.
- 17 **Train your gut sense.**
- 18 **Read good news only.** Science shows just five minutes of negative news can impact your mood all day, and you don't need to keep up with every headline to stay informed.
- 19 **Appreciate something in your home.**
- 20 **Take care of plants.**
- 21 **Listen to music.**
- 22 **Remember someone you've lost.** Take a few moments every morning and remember a lost loved one. It's one of the best ways to keep them alive.
- 23 **Take your dog for a walk.**

Six Significant Habits



OUR MISSION.

What we do. Why we do it.

At Agency McKenna, we build brands. We craft brand-led stories using integrated marketing and digital channels.

We develop engaging, future-focused experiences for companies, associations and non-profits. We partner with clients to break through the competitive landscape and position them for success.

We believe every business, regardless of its size, products or services, has an important story to tell. Our mission is to share it with the world and shape a better future.

The SAR has been working hand in hand with Agency McKenna to come up with an ad campaign for our membership which includes a Member Kit to for each to use on social media and websites. This is also a reach out to the community and business partners.

SPOKANE ASSOCIATION OF REALTORS[®] EST. 1911

MLS Dashboard

Applications ⓘ

- Paragon
- Paragon Connect
- RPR
- TransactionDesk
- Supra
- Housing Campaign Member Kit

Clarity Direct Connect Realtor.com Pro Search SafeMLS Admin

SAR Member Resources ⓘ

- SAR Calendar
- SAR Education
- SAR Payments
- SAR Market Activity
- SAR Website
- SAR Member Profile
- SAR RE Forms
- NAR Member Resources

Search

[HOW TO GUIDE](#)
[CRE REPORT](#)

Spokane County Housing Crisis Campaign Member Marketing Kit – Fall 2021



2021 Spokane REALTORS® President Encourages Members

You're either part of the solution or you're going to be stuck with the problem concerning our Housing Crisis and low inventory. Members, jump in!

Together--We Are Stronger, Spokane Association of REALTORS® has developed a **Member Marketing Kit** to provide materials SAR members can use on a monthly basis to raise awareness regarding the housing crisis in Spokane County.

The goal is to increase inventory so you have more property to market and assist buyers and sellers.



We Need Your Help

Together, we can solve the housing crisis. Use the assets below to get the word out. It's time to take action for your community.

Spokane County is short 31,920 homes. If 2,500 Spokane REALTORS® can get the word out, we can raise awareness to make change happen.

SOCIAL MEDIA GRAPHICS FOR DOWNLOAD

Download the assets and post to your social media. These assets link to a dynamic, constantly updated webpage here: www.spokanerealtor.com/together-stronger



Social Media Images

Specific to each audience for use on your Facebook, Twitter, LinkedIn

- Consumers
- Builders
- Policy Makers
- Local Business



Social Media Content

Prepared to use on Facebook, Twitter, LinkedIn. Check the "How To" guide for personalization ideas.

[Download Guide](#)



Campaign Infographic

Can be used in your social media, email and website marketing. Use these to promote awareness and drive engagement.

[Download Campaign Infographic](#)

EVERGREEN WEBSITE / BANNERS FOR DOWNLOAD



Website Banner Image

Use on member website: 1024x287px
[Download PNG](#)



Medium Sized Ad

Use on member website or in email
300x250px
[Download PNG](#)



Email Banner

Banner image sized for email signature
400x100px
[Download PNG](#)

TOGETHER STRONGER



Spokane Association of REALTORS® Housing Campaign How-To Guide

Spokane Association of REALTORS® recognizes how the housing crisis impacts each of its members. In 2021 we are launching an awareness-building campaign, Together Stronger™ to activate all of our members, as well as advertise through local media outlets and on social media. We're leading the charge because the housing crisis is limiting our county's ability to grow and provide prosperity - not only for our members - but for local businesses. Together, we can shape the conversation with policy makers and local legislators to address an issue that impacts all of us.

We have identified four audiences who are impacted and will benefit from Stronger Together™ as we address the housing crisis.

Consumers (Buyers/Sellers)

- Help consumers understand the housing crisis
- Provide access to additional information
- Invite them to share how it has impacted them

Local Businesses

- Build awareness and understanding for local businesses that a lack of housing impacts their business - less housing units, fewer people to shop, eat, visit their establishments
- Activate businesses to align and organize and get a seat at the table
- Invite them to share how the housing crisis has impacted their business

Builders / Developers

- Restrictions on land use limit the available space for new housing starts
- Activate businesses to align and organize and get a seat at the table
- Invite them to share how the housing crisis has impacted their business

Policy Makers / Legislators

- Government officials need to understand that the housing crisis can no longer continue
- The constituency of Spokane County needs to have an open dialogue and to discuss real solutions to the housing crisis that has been years in the making

We need your help!

We're asking all of our members to download the materials and post on your social media pages. The goal is to make our collective voices as loud as possible and drive the change that is desperately needed.

What SAR Members Get

Every month, 3 social media graphics and content messages will be released for the 4 audiences the campaign is targeting.

How-to Use the Stronger Together™ Materials

The campaign materials provide many choices so Spokane REALTOR® members have lots of flexibility. Images are organized by audience and by platform.

1. Select an audience

- Images and copy have been developed to speak to each of the four audiences
- Provide access to additional information
- Review the images and select what you'd like to share on social media

2. Select a Social Media site for posting

- Determine which of your social media pages you'd like to share the post
- You can post on Facebook, Twitter or LinkedIn
- You can choose 1, 2 or all 3 pages

3. Download the image for that audience and social media platform

- For example: Select "Consumer" image for Facebook

4. Download the content for that audience

- You can find the link to download content at the top of each audience webpage

5. Post within the recommended schedule

- The schedule is listed in color above each image on their designated webpage

Personalize Your Message for Greater Impact

Use these assets to let your clients, and partners know what you and the Spokane Association of REALTORS® is doing to help end the housing crisis.

- Use the content provided as a starting point. Talk to your audience!
- Add your company's name
- Add what you're doing to help your clients

Encouraging Call to Action

- Include a link in your post to the Spokane Association of REALTORS® Stronger Together™ web page: www.spokanerealtor.com/together-stronger
- This page provides additional information and a way for visitors to share their story.

Spokane Association of REALTORS® thanks you for participating. Together We Are Stronger and will be able to shape the conversation and activate our community for the greater good.

Questions?

Contact us!



GINGER DOWNS—BIO



**Ginger Downs, RCE, CAE, IOM
Partner**



Ginger Downs has a wealth of experience and knowledge. From 1983 to 2018, she served as the CEO for six local REALTOR® Associations, including the Seattle-King Co. REALTORS® and since 2005, the Chicago Association of REALTORS®. Ginger is recognized as a leader within the REALTOR® association management profession and was the NAR 2017 William R. Magel Award of Excellence recipient (30th recipient).

Ginger is a past Chair of NAR's Association Executive Committee and the NAR AE Institute. She serves on the Board of Regents and is the Treasurer, for REALTOR® University.

She conducts training for new AEs for NAR and NAA and is an accomplished speaker. She conducts regular leadership training to volunteer leaders for REALTOR® associations, as well as for the local chapters of AREAA, NAHREP, WCR, FIABCI, VAREP and NAREB. She has presented at national conferences for NAR (Leadership Summit), IREM, WCR and NAA.

2022-2024 STRATEGIC PLAN



SPOKANE ASSOCIATION OF REALTORS® 2022 – 2024 STRATEGIC PLAN Adopted December 21, 2021



MISSION

The Spokane Association of REALTORS®:

ENGAGES its members,
ENCOURAGES professional excellence and cooperation,
ADVOCATES for real property rights, and
PROMOTES strong, sustainable communities.



VISION

The Spokane Association of REALTORS® is a trusted ally, guiding members and those they serve through the dynamic real estate landscape.



VALUES

Member-focused: We listen and are responsive to our members; advise them on key trends and issues impacting the industry; uphold professional conduct and are committed to members' business excellence.

Community-minded: We are a proactive voice for stronger communities in Spokane County.

Collaborative: We collaborate with others to better serve our members and communities.

Inclusive: We embrace and promote inclusion and diversity.

STRATEGIC PLAN—CONTINUED



STRATEGIC GOALS

GOAL 1: ADVOCACY

SAR creates a culture of active, informed REALTOR® advocates who positively impact critical planning, regulatory and legislative matters affecting real estate in their communities.

Objective 1.A: Educate REALTORS® and Affiliates on the culture of investing in RPAC and engagement in the political and legislative process.

Objective 1.B: Heighten our influence by creating strategic coalitions that can advance SAR's advocacy goals for all types of housing and commercial real estate.

Objective 1.C: Encourage REALTOR® members' grassroots involvement in their communities.

GOAL 2: PROFESSIONAL DEVELOPMENT

SAR provides members with timely and relevant professional development opportunities and services to support their professional excellence.

Objective 2.A: Enhance members' professionalism through Code of Ethics enforcement. Offer dispute resolution information and services that are user-friendly and relevant.

Objective 2.B: Deliver member-requested education offerings with a variety of instructors for C.E., non-C.E. education, and designations.

Objective 2.C: Deliver a variety of member-requested and business services that members value.

GOAL 3: MULTIPLE LISTING SERVICES

SAR facilitates MLS cooperation and compensation and safeguards the integrity and security of data and the rules of the MLS.

Objective 3.A: Enhance MLS and technology training for participants and subscribers.

Objective 3.B: Facilitate technology advances to provide the best possible MLS platform, systems, security and functionality.

Objective 3.C: Review and update MLS rules and regulations to reflect best practices, ensure data accuracy, and maintain the data integrity of the MLS system.

STRATEGIC PLAN—CONTINUED

GOAL 4: MEMBER ENGAGEMENT

SAR encourages all levels of member engagement by connecting them to a variety of valued tools, programs and services.

Objective 4.A: Develop new and enhance existing communication avenues to connect members to valued SAR offerings.

Objective 4.B: Create “fun and/or social” events where SAR can offer education and networking.

Objective 4.C: Create focus groups to better engage SAR’s diverse members.

GOAL 5: COMMUNITY ENGAGEMENT

Through community efforts and events, SAR and its members elevate the image of REALTORS®, cultivate public trust and build stronger communities.

Objective 5.A: Provide timely and relevant real estate statistical data, trends and news to the media and the community.

Objective 5.B: Conduct selected community service initiatives and activities.

Objective 5.C: Build and develop strategic business relations and coalitions that positively affect the various communities within SAR’s service area.

GOAL 6: ASSOCIATION EXCELLENCE

SAR sustains its’ resources through fiscal responsibility, efficient operations, innovative technology, skilled professional staff, strong governance systems and volunteer leadership, and an office facility that is accessible to all members.

Objective 6.A: Safeguard SAR’s financial resources and integrity to ensure its viability.

Objective 6.B: SAR Building Advisory Group to analyze the potential remodel or reconstruction of the current office facility to maximize its utility to members and the staff.

Objective 6.C: Professional staff are trained and have the resources to serve SAR members well.

Objective 6.D: Conduct SAR business in accordance with the strategic plan, bylaws, governing document and policies.

Objective 6.E: SAR supports and promotes REALTOR® volunteer leadership development and engagement in the REALTOR® organization.

INTRODUCTION AND BACKGROUND



Congratulations on volunteering to serve your Association. It is my hope that you keep the information provided at this conference close at hand for reference throughout the year.

As your bylaws spell out the Association will continue to focus on:

- Providing members with services which will enable them to pursue a successful real estate career.
- Promoting professional, competency and a high standard of ethics.
- Better serving the public through cooperation of its membership.
- Promoting and protecting private property rights.

With our new Strategic Plan recently adopted we are ready to move forward *Together Stronger*.

SAR's primary REALTOR® membership count totals 2,503 as we begin the year. Spokane is the second largest REALTOR® Association of the twenty-six (26) Associations making up Washington REALTORS®. We are in Region 12 of the National Association of REALTORS® (WA, OR, ID, MT & AK) and the fourth largest Association in our Region. SAR is the 137th largest of the 1,090 local REALTOR® Associations in National Association of REALTORS®. An amazing feature of the REALTOR® organization is what has traditionally been called the three party agreement. This relationship between the national association (NAR), the state association (WR) and the local association (SAR) works seamlessly for the benefit of the members. There are few, if any, professional trade associations that operate as effectively.

In your meeting today, the 2022 leadership team comes together, under the leadership of your President, Eric Etzel. He will lead you in personal and team building exercises that benefit you as an individual and help build up an effective team to help lead the Association in 2022 and years to come, *Together Stronger*.

Through lunch you will be presented with a review of what has been put together by AgencyMcKenna—*Together We Are Stronger*. In the afternoon, Ginger Downs, Martin & Downs, Association Consulting Services, will present on SAR's Mission, Vision and Values from our Strategic Plan. Ginger served as our facilitator for our new Strategic Plan. We will wrap up with some additional personal development to conclude what we hope will be a worthwhile day.

Your Association was lead by the consummate professional in 2021, Eric Johnson. The year finished slightly ahead of last year regarding residential sales, based on the Market Activity report. Charts and graphs are provided in the packet for your review.

Lack of inventory will continue to be a problem into 2022 and beyond. The events of the past two years has positioned the Spokane area as a desirable and relatively affordable place to grow.

With Eric Etzel as your President, the Association and his leadership team will move the organization forward: *Together We are Stronger!*

A handwritten signature in cursive script that reads "Robert M. Higgins".

Rob Higgins
Executive Vice President

INTRODUCTION AND BACKGROUND

NAR's BEGINNINGS & KEY EVENTS

The National Association of REALTORS® was founded as the National Association of Real Estate Exchanges (NAREE) on May 12, 1908 at the YMCA Auditorium in Chicago, IL. With 120 founding members, 19 Boards, and one State Association, the National Association of Real Estate Exchanges' objective was "to unite the real estate men of America for the purpose of effectively exerting a combined influence upon matters affecting real estate interests."



The Code of Ethics was adopted in 1913 with the Golden Rule as its theme.

In 1916, the National Association of Real Estate Exchange's name was changed to The National Association of Real Estate Boards (NAREB). That same year, the term "REALTOR," identifying real estate professionals who are members of the National Association and subscribers to its strict Code of Ethics, was devised by Charles N. Chadbourn, a past president of the Minneapolis Real Estate Board.

The collective marks REALTORS® and REALTOR® were registered with the United States Patent and Trademark Office on Sept. 13, 1949, and Jan. 10, 1950, respectively, under Registration Numbers 515,200 and 519,789. Since then, the association has maintained a vigilant defense of the trademarks, prevailing in numerous cases. Most recently, in *Zimmerman v. NAR* (2004), the Trademark Trial and Appeal Board denied a request to cancel the trademarks.

In 1972, the name of the National Association of Real Estate Boards was changed to the National Association of REALTORS® (NAR). The block "R" logo was adopted by the Association in 1973. In 1989, the Association adopted The Voice for Real Estate as its theme and as part of its official logo. Along with this theme, the Association encouraged more members to include the REALTOR® emblem on their business cards and stationery.

In 1998, a national Public Advocacy Campaign was launched to educate consumers about the vital role REALTORS® play in the real estate transaction.

The Association became the largest trade association in the United States in the early 1970s, with over 400,000 members. Today, the National Association of REALTORS® has over 1.4 million members, 54 State Associations (including Guam, Puerto Rico, and the Virgin Islands) and approximately 1,400 local Associations.

Launched in 2001, www.nar.realtor is a valuable tool providing REALTORS® with access to the information and services they need, including online registration for the annual convention, industry news, REALTOR® Magazine, information on designations and continuing education opportunities, and much more.

The National Realtors Database System, NRDS, an Internet database allowing local associations to post member records, was launched in 1998 and is being replaced in 2022 by M1, an upgraded membership data system. When a record is entered into the system the state association and the national association have immediate access, eliminating duplication and giving members faster service.

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2022 LEADERSHIP DIRECTORY

SAR DIRECTORS – CONTINUED



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Term Expires: 2021



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2022 LEADERSHIP DIRECTORY WR DIRECTORS



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Patti Boyd
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Tom Clark
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Term Expires: 2022



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Choice Realty
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Term Expires: 2022

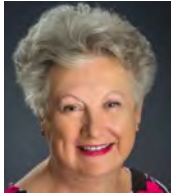


Cynthia Gustafson
John L. Scott, Inc.
1500 W. 4th Ave.
Spokane, WA 99201

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B. 455-8600
F. 626-0696
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2022 LEADERSHIP DIRECTORY

WR DIRECTORS – CONTINUED



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TerryS99223@gmail.com
WR Past President

Vacancy

2022 LEADERSHIP DIRECTORY WR OFFICERS/DIRECTORS—CONTINUED

2022 WR OFFICERS/DIRECTORS



Immediate Past President

Tom Hormel
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12810 E. Nora Ave. Suite E
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VP-Elect Membership

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VP Membership

Ken Sax
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2022 NAR DIRECTORS



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Term Expires: 2024



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Term Expires: 2022

2022 LEADERSHIP DIRECTORY LEADERS IN OUR ASSOCIATION



**2022 Chapter President
Women's Council of REALTORS® (WCR)
Spokane-Eastern Washington**

Ken Sax
Selkirk Residential
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**2022 President
Young Professionals Network (YPN)**

Chase Baxter
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F. 474-1658
Chase@BaxterHomeTeam.com



2022 WR RPAC Trustee Committee Chair

Cynthia Gustafson
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LEGAL COUNSEL



Paul Davis
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PDavis@Lukins.com

(Administration, Professional Standards and
Bylaws)

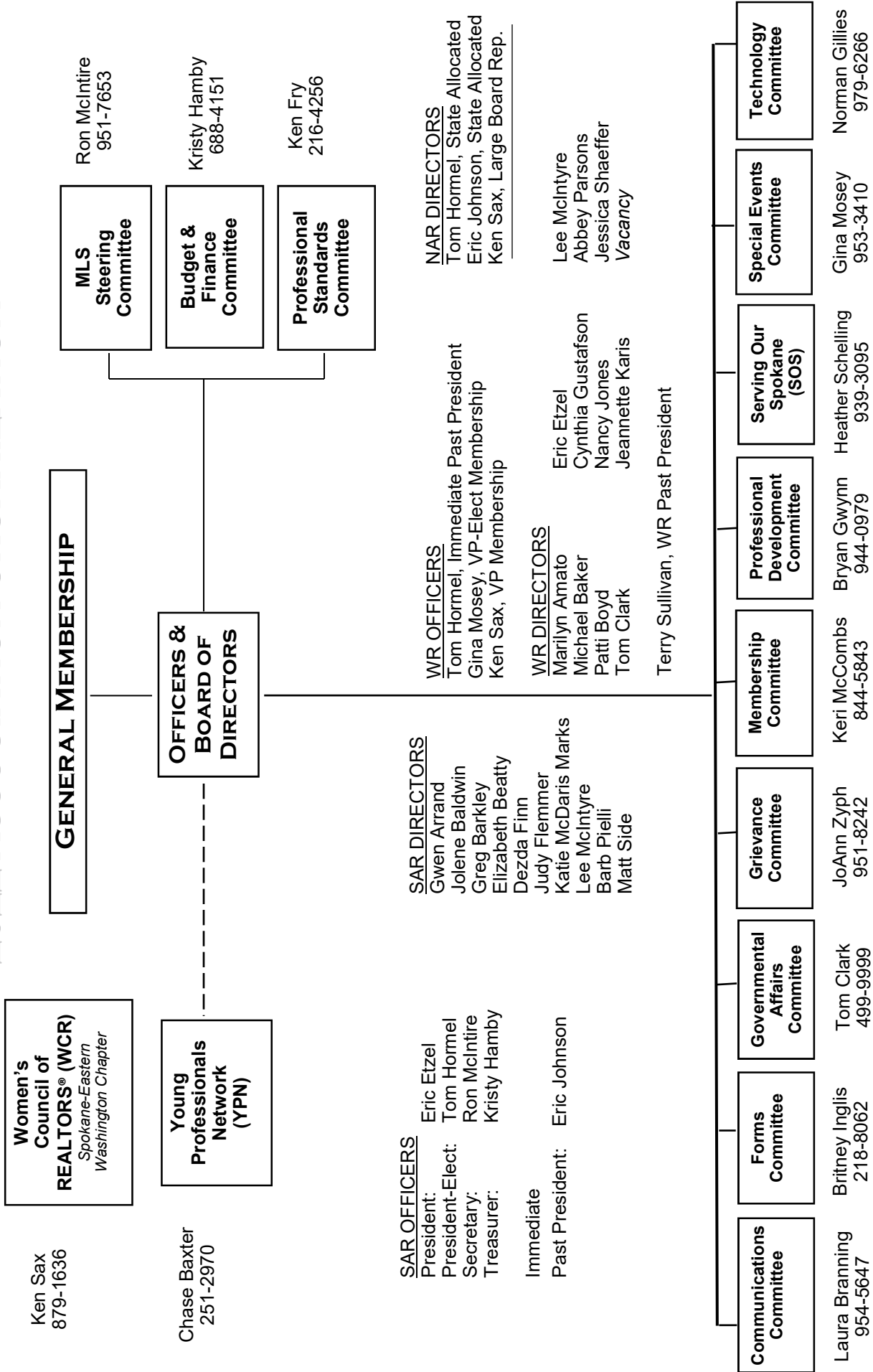


Brian C. Balch
Layman Law Firm, PLLP
601 S. Division
Spokane, WA 99202-1335

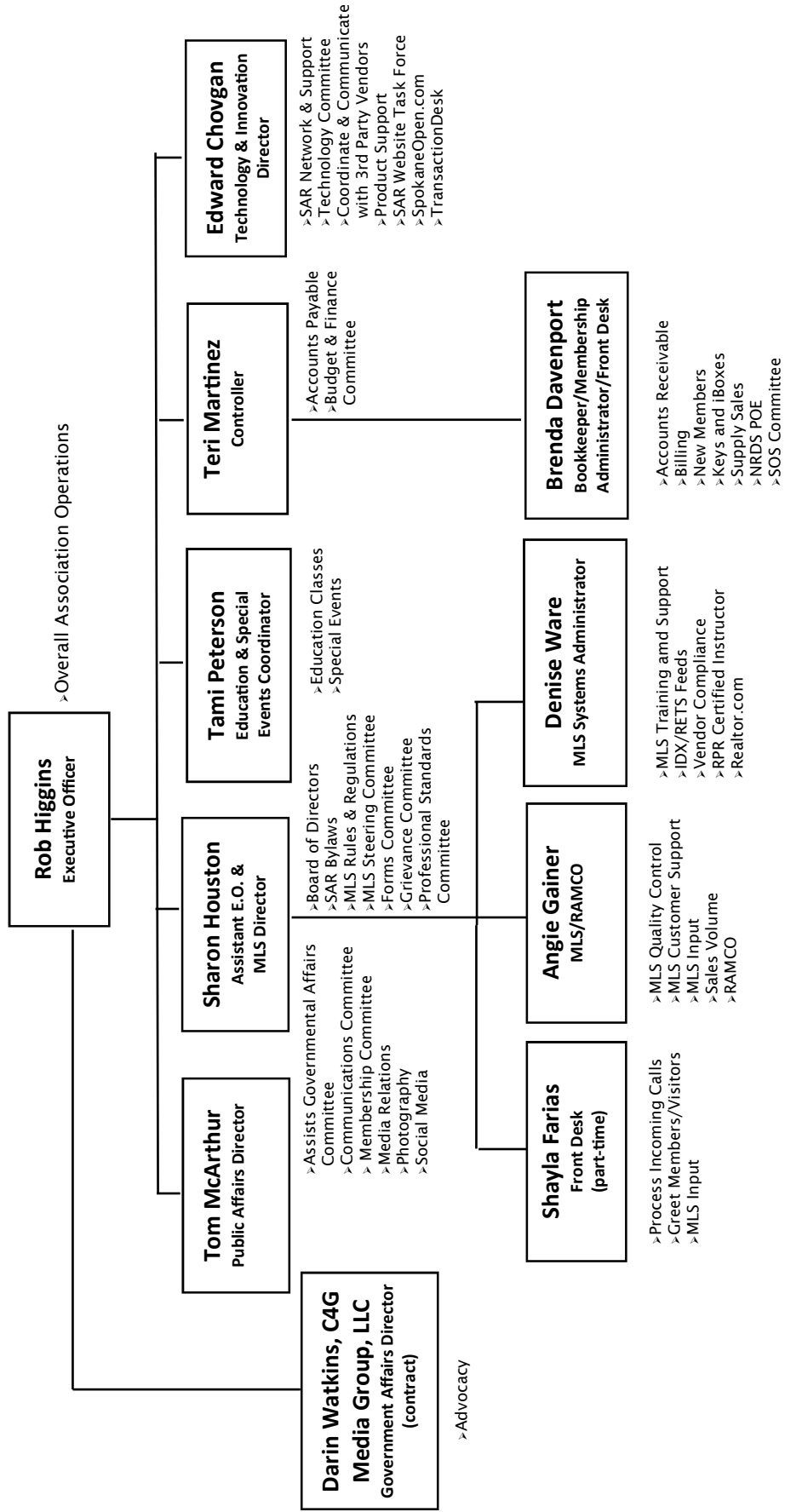
B. 455-8883
F. 624-2902
BBalch@LaymanLawFirm.com

(MLS, Forms)

2022 ASSOCIATION ORGANIZATION



Spokane Association of REALTORS® 2022 Staff



2022 STAFF DIRECTORY

Executive Vice President

Rob Higgins
Ext: 103

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Assistant Executive Vice President

Sharon Houston
Ext: 104

Sharon@SpokaneRealtor.com

Controller

Teri Martinez
Ext: 114

Teri@SpokaneRealtor.com

Public Affairs Director

Tom McArthur
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Tom@SpokaneRealtor.com

Technology & Innovation Director

Edward Chovgan
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Education and Special Events Director

Tami Peterson
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MLS Systems Administrator

Denise Ware
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Bookkeeper & Membership Administration

Brenda Davenport
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Brenda@SpokaneRealtor.com

MLS/RAMCO

Angie Gainer
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Front Desk

Shayla Farias
Ext: 100

FrontDesk@SpokaneRealtor.com

Government Affairs Director (Contract)

Darin Watkins, C4G Media Group LLC
Ext: 205

DWatkins@SpokaneRealtor.com

1 9 2 4 N A S H
S P O K A N E , W A 9 9 2 0 5
P H O N E : 3 2 6 - 9 2 2 2
F A X : 3 2 4 - 8 6 5 0

STRUCTURE & OBJECTIVES

GOVERNANCE

The Spokane Association of REALTORS® is governed by an elected Board of Directors, all of whom are REALTOR® members. Programs, initiatives, and specific projects are managed by standing committees. The membership of the standing committees is made up of REALTOR® and affiliate members, with the exception of the Grievance and Professional Standards Committees. The Budget and Finance Committee and the Multiple Listing Participants and Steering Committees are established under our Bylaws and are limited to REALTOR® members.

RESTATED BYLAWS – ARTICLE II – PURPOSES AND OBJECTIVES

The objectives of the Association are:

- a. To unite those engaged in the recognized branches of the real estate profession for the purpose of exerting a beneficial influence upon the profession and related interest;
- b. To promote and maintain high standards of conduct in the real estate profession as expressed in the Code of Ethics of the National Association of REALTORS®;
- c. To provide a unified medium for real estate owners and those engaged in the real estate profession whereby their interests may be safeguarded and advanced;
- d. To further the interests of home and other real property ownership; to unite those engaged in the real estate profession in this community with the Washington Association of REALTORS® and the National Association of REALTORS®, thereby furthering their own objectives throughout the state and nation, and obtaining the benefits and privileges of membership therein; and
- e. To designate, for the benefit of the public, those individuals within its jurisdiction authorized to use the terms REALTOR® and REALTORS® as licensees, prescribed, and controlled by the National Association of REALTORS®.



STRUCTURE & OBJECTIVES

ROLE OF THE BOARD OF DIRECTORS

The Bylaws of the Association state that the business and affairs of the Association shall be managed by the Board of Directors. The Board of Directors of the Spokane Association of REALTORS® consists of the following members: President, President-Elect, Secretary, Treasurer, Immediate Past President and ten Directors.

The ten Directors are elected to two year terms. There are two classes with five Directors in each class. The directorship of the Directors of one of the two classes expiring each year. The Treasurer serves a two year term.

The Board of Directors generally meet on a monthly basis. According to our Bylaws, the regular and special meetings of the Board of Directors shall be held at such time and place as the President may from time to time designate. Meetings of the Board of Directors shall be held upon the call of the President or upon the call of any five of the directors.

RESPONSIBILITY AND DUTIES OF AN SAR DIRECTOR

Responsibility:

Participate as a member of the governing body of the Spokane Association of REALTORS®.

Duties:

The Directors shall:

- Make every effort to attend every Board of Directors meeting.
- Make every effort to attend every General Membership Meeting.
- Make every attempt to attend/participate in all major functions of the Association. (e.g. REALTOR® Awards Luncheon, Food Drive, Holiday Party)
- Keep the members informed of the activities of the Association.
- Present to the Board of Directors any programs, suggestions or concerns of the members.
- Have a working knowledge of the Bylaws of the SAR and the Code of Ethics of NAR.
- Be familiar with the Purposes and Objectives of the Association as stated in the Bylaws.
- Read and be familiar with the Association's Strategic Plan.
- Read and be familiar with and acknowledge the current Social Media Policy.

Qualifications:

- REALTOR® members of the Association who have: (i) served on a minimum of two (2) standing committees within the seven (7) years prior to the time of the election; (ii) served on one (1) standing committee within the three (3) years prior to the time of the election; or (iii) who are currently serving, or within the one (1) year prior to the time of the election have served, as President of the Young Professionals Network or President of the Women's Council of REALTORS®. If a candidate has served on only one (1) standing committee within the three (3) years prior to the time of the election, that candidate must also attend two (2) Board of Directors meetings within the twelve (12) months prior to running for Director.

Terms:

President:	One year
President-Elect:	One year
Immediate Past President:	One year
Treasurer:	Two years
Secretary:	One year
Directors:	Two years (unless filling unexpired term)

STRUCTURE & OBJECTIVES

COMMITTEE CHAIRS

Much of the ongoing work of the Association's programs and services are carried out through its committee and task force structure, which features several committees of varying sizes and purposes. As a result, one of the most interesting jobs within the Spokane Association of REALTORS® is being a committee chair.

Whenever a committee makes a recommendation, it is reviewed by the Board of Directors at its next meeting. The motion, as recorded in the committee minutes, is communicated to the Board of Directors. The Board of Directors will discuss the recommendation and then vote to approve or disapprove. This is all part of the dynamics of Association decision making. If there are no recommendations from a committee, a brief report of points covered is provided to the Board of Directors at its next meeting.

Managing meetings

It is exciting to chair a committee. Most REALTORS® don't have a great deal of training in parliamentary procedure, but we want you to enjoy your experience. We hope these suggestions will help you.

- The Association greatly appreciates the willingness of members who volunteer their time working on a committee. Meetings need to be productive with its purpose understood by everyone involved. The Board of Directors relies on the committees to carry out the diversified list of services and programs offered by the Association to its members. As a result, we want members who volunteer for committee work to know that they are an important part of the organization.
- At the first meeting of the year, ask the members to introduce themselves. You should review the committee's objectives for the year and make clear the Association's policy that if three consecutive meetings are missed without an excused absence, the committee members may be removed from the committee roster.
- As a committee leader, you are responsible for chairing each meeting that you schedule. While the staff can help by listing priorities and developing an agenda, you are the person who is in charge of the committee meeting. We know how busy you and every member of your committee is, so each meeting should be carried out in a way that provides maximum results with the time available.
- As chairperson, it is important to invite participation from all members of the committee. An effort should be made to hear all ideas and information in order to come to informed decisions. Keep discussion and opinions moving. Sometimes there are dominant personalities on a committee. At the first meeting, you might want to establish a policy that anyone who wishes to speak to an issue must receive recognition from the chair. If someone continues to speak, you could say something like, "let's hear from other committee members on this matter".
- Meetings should be scheduled far enough in advance so that a notice of the meeting can be sent to each committee member prior to the meeting. The staff person assigned will help develop the agenda for the meeting. The Association office will prepare and distribute the agenda.
- Start the meeting on time, even if committee members continue to arrive late. In this way, you are telling those who come on time that you consider their time valuable and that you will start at the assigned time.
- Although difficult to do, try to determine in advance how much time you want to allocate to each item on the agenda. Generally speaking, a meeting should not go beyond an hour and a half. People start to get restless and appointments begin to compete for time. When the allocated time for a discussion item nears its end, ask if someone is ready to make a motion to vote. In other words: don't rush, but keep business moving along.
- Not everything you do within your committee needs to be put to a formal vote. Many of the ongoing programs and services of the Association have previously been established and thus don't require affirmation each year. However, there are issues that require a formal vote. After discussion, ask if someone on the committee is ready to make a motion to vote.
- For more information, go to www.robertsrules.com or www.robertsrules.org, or view a summary of Robert's Rules of Order on page 27 of this booklet.

STRUCTURE & OBJECTIVES

LOCAL, STATE AND NATIONAL

The local, State and National Associations have a partnership that is intended to provide full coverage of activities without duplication that assures REALTORS® are being kept informed and provided with useful programs and services locally and throughout the state and nation.

For example, the Washington REALTORS® (WR) represents REALTORS® from all over the state at the Washington Legislature. It would be divisive if each of the local boards/associations in Washington carried out its' own individual legislative program. The state association offers a legal hotline and statewide forms.

The same point can be made about the National Association of REALTORS® (NAR), which represents REALTORS® from throughout the country. NAR offers other programs such as Code of Ethics and standards of practice, economic and research reports, institutes and societies and other programs. Most recently NAR has developed a set of Core Standards for Local Associations. These Core Standards must be met each year by the SAR.

All three levels work together (known as the Three Party Agreement) as equal partners to provide the best programs and services to REALTORS® and to act as the voice for real estate.

SAR STAFF

The role of the entire Association staff is to promote member success. The staff can assist you in a variety of ways, including research, data collection, program coordination and administrative support, and they can provide creativity and innovation to committee projects.

The staff is responsible for administrative functions and carrying out the programs and services that the Board of Directors approve. The staff organization chart (page 23) provides a breakdown of the different positions within the Association.

COMMITTEE ORGANIZATION

BUDGET & FINANCE

The Budget and Finance Committee oversees the financial activities of the Association and advises the Board of Directors with respect to financial matters. Composed of six members: Treasurer, Chair-Elect of the MLS Steering Committee, remaining four members shall be appointed by the President subject to confirmation by the Board of Directors. The President, President-Elect, immediate past Treasurer and the Executive Vice President of the Association shall be ex-officio members.

Duties Include:

- Prepares an annual Association budget;
- Review monthly income statements and balance sheets;
- Monitors cash position;
- Reviews and recommends capital/equipment expenditures;
- Reviews Association audits.

COMMUNICATIONS

Communicates to the public the significance of the term REALTORS® and information about the REALTOR® organization and the real estate industry. Communication from Association leadership to membership; feedback from membership to leadership. Consumer outreach.

FORMS

The Forms Committee meets as needed in order to:

1. Review, develop and modify real estate forms for recommendation to and consideration by:
 - a) SAR Board of Directors for local forms;
 - b) Statewide Forms Task Force for statewide forms.
2. Discuss and recommend best business practices related to the forms and legal obligations to our membership.

GOVERNMENTAL AFFAIRS

Monitors legislative activities at the local, state and national levels and promotes legislation which recognizes private property rights and interests of the real estate industry. To bring awareness and education to members thru the involvement in the political process and advocacy efforts.

To include:

- Meets with elected officials on a continuing basis and monitors pertinent voting records of elected officials related to the real estate industry;
- Through RPAC (REALTOR® Political Action Committee) raises funds for support of candidates for public office that support REALTOR® issues that are important to our industry;
- Brings awareness to members for Calls to Action that ensures advocacy on urgent legislative issues;
- Works closely with Washington REALTORS® during legislative session in monitoring legislation;
- Conducts candidate interviews and recommends endorsements of candidates to the committee;
- Provides and promotes Fair Housing programs for the Association;
- Hosts guest speakers to present on issues that affect the real estate industry, our members and our community.

COMMITTEE ORGANIZATION

GRIEVANCE

Operates as a fact finding/gathering committee to determine the validity of complaints against REALTORS®. Reviews complaints and arbitration requests and either dismisses them or sends them to Professional Standards Committee for a hearing. Also has the responsibility to conduct educational and enforcement programs concerning the ethical behavior of REALTOR® members.

- Reviews and processes all complaints against REALTOR® members
- Reviews and processes arbitration complaints
- Promotes REALTOR® Code of Ethics

MEMBERSHIP

To continuously improve member engagement through

- Communication
- Professionalism
- Benefits
- Cooperation
- Engagement
- Recognition

MLS STEERING

Supervises the Multiple Listing Service in accordance with the Rules and Regulations. Oversees the operation of the Multiple Listing Service and recommends policy to the Board of Directors.

Composed of: Chairperson, the Immediate Past Chairperson and the Chairperson-Elect of the MLS Participants Committee, the President of the Association, and eight additional committee members who are MLS Participants. Two such additional committee members shall be elected by each of the four divisions of the MLS Participants Committee. The President-Elect and Executive Vice President of the Association shall be ex-officio members of the MLS Steering Committee .

- Monitor MLS computer operation
- Develops forms for use in MLS
- Recommends MLS fees and charges for services
- Oversees MLS vendor contracts
- Develops overall policy regarding MLS

PROFESSIONAL DEVELOPMENT

The Education Committee plans and oversees the educational activities of the SAR. Works to promote worthy educational programs and to encourage members to take advantage of local, state and national educational opportunities. Additionally, the Committee:

- Works with WR in scheduling quality education;
- Develops SAR education programs each year;
- Disseminates information on education;
- Ensures clock hour courses are available;
- Promotes REALTOR® designations;
- Promotes and encourages the emergence of new instructors;
- Enhances professional competency and expertise.

COMMITTEE ORGANIZATION

PROFESSIONAL STANDARDS

The Professional Standards Committee has the authority to hear matters concerning any alleged violation of the Code of Ethics of the National Association of REALTORS®; the Constitution and Bylaws of the Association; the duties of membership in the Association; the Constitution and Bylaws of Washington REALTORS®, or the Constitution and Bylaws of the National Association of REALTORS®. The Professional Standards Committee has the authority to arbitrate and mediate disputes and have the additional responsibilities and authority set forth in the Code of Ethics and Arbitration Manual and as adopted by the Board of Directors. Qualified members of this committee also serve as Ombudsman for the Association.

SPECIAL EVENTS

Plans and executes membership events that benefit the membership socially and professionally while serving our community. Specifically, but not limited to:

- 3rd Grade Poster Contest to engage community youth in appreciating their home;
- Golf Tournament for REALTORS® to network with affiliates;
- Food drive to support community food banks;
- Christmas Party with funds to benefit a community charity; and
- Recognition opportunities for our REALTORS®, affiliate membership and SAR staff.

SERVING OUR SPOKANE TECHNOLOGY

To provide volunteer recruiting for the Sacred Heart Children's Hospital Clubhouse, to evaluate and award charitable contributions to organizations, and to evaluate requests and award contributions for the Member Emergency Fund.

Evaluates technology to serve member needs, makes recommendations on software products and SAR web page development. Advocates for SAR Technology adoption among members through demonstrations, communications and outreach. Meets quarterly or as needed.

2022 LEADERSHIP CALENDAR

WASHINGTON REALTORS® AND NATIONAL ASSOCIATION OF REALTORS®

January 12th & 13th	WR Committee Meetings—Virtual
January 19th	WR Core Committee Meetings—Hybrid
January 19th	WR Installation Banquet, Olympia Inn at Capitol Lake
January 20th	WR Legislative Hill Day, General Session, Olympia Inn at Capitol Lake
March 3rd-4th	NAR 2022 Region 12 Annual Conference, Coeur d’Alene, ID
March 11th-14th	NAR Association Executives Institute, Atlanta, GA
April 20th-22nd	WR Spring Business Conference, Suncadia
May 1st-6th	NAR Midyear Meetings, Washington DC
June 2nd-3rd	WR Local AE Training, Icicle Inn, Leavenworth, WA
August 8th & 9th	NAR Leadership Summit, Chicago, IL
September 21st-23rd	WR Fall Business Conference, The Grand, Spokane, WA
October 19th-21st	WR Leadership 2022 Conference, Marcus Whitman, Walla Walla, WA
November 9th-14th	NAR Annual Conference and Trade Show, Orlando, FL

2022 LEADERSHIP CALENDAR

SCHEDULED MEETINGS

Board of Director Meetings

1st Wednesday of each month—
12:00 Noon, SAR Office/Hybrid:

February 2nd

March 2nd

April 6th

May 4th

June 1st

July 6th

August 3rd

September 7th

October 5th

November 2nd

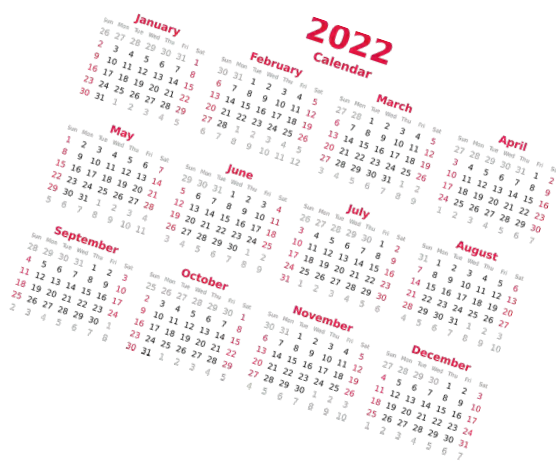
December 7th

Committee Meetings

- ◆ Budget/Finance—3rd Monday of the Month, 9:30 a.m.
- ◆ Communications—Last Tuesday of the Month, 1:30 p.m.
- ◆ Forms—As Needed
- ◆ Governmental Affairs—3rd Wednesday, 11:00 a.m.
- ◆ Grievance—1st Thursday, 10:00 a.m.
- ◆ Membership—3rd Tuesday, 1:30 p.m.
- ◆ MLS Steering—3rd Friday, 8:30 a.m.
- ◆ Professional Development—3rd Thursday, 1:30 p.m.
- ◆ Professional Standards—As Needed
- ◆ Serving Our Spokane—TBD
- ◆ Special Events—Beginning of the Year, then sub-committees
- ◆ Technology—Quarterly, 3rd Thursday of the Month, 3:00 p.m.

2022 SCHEDULED

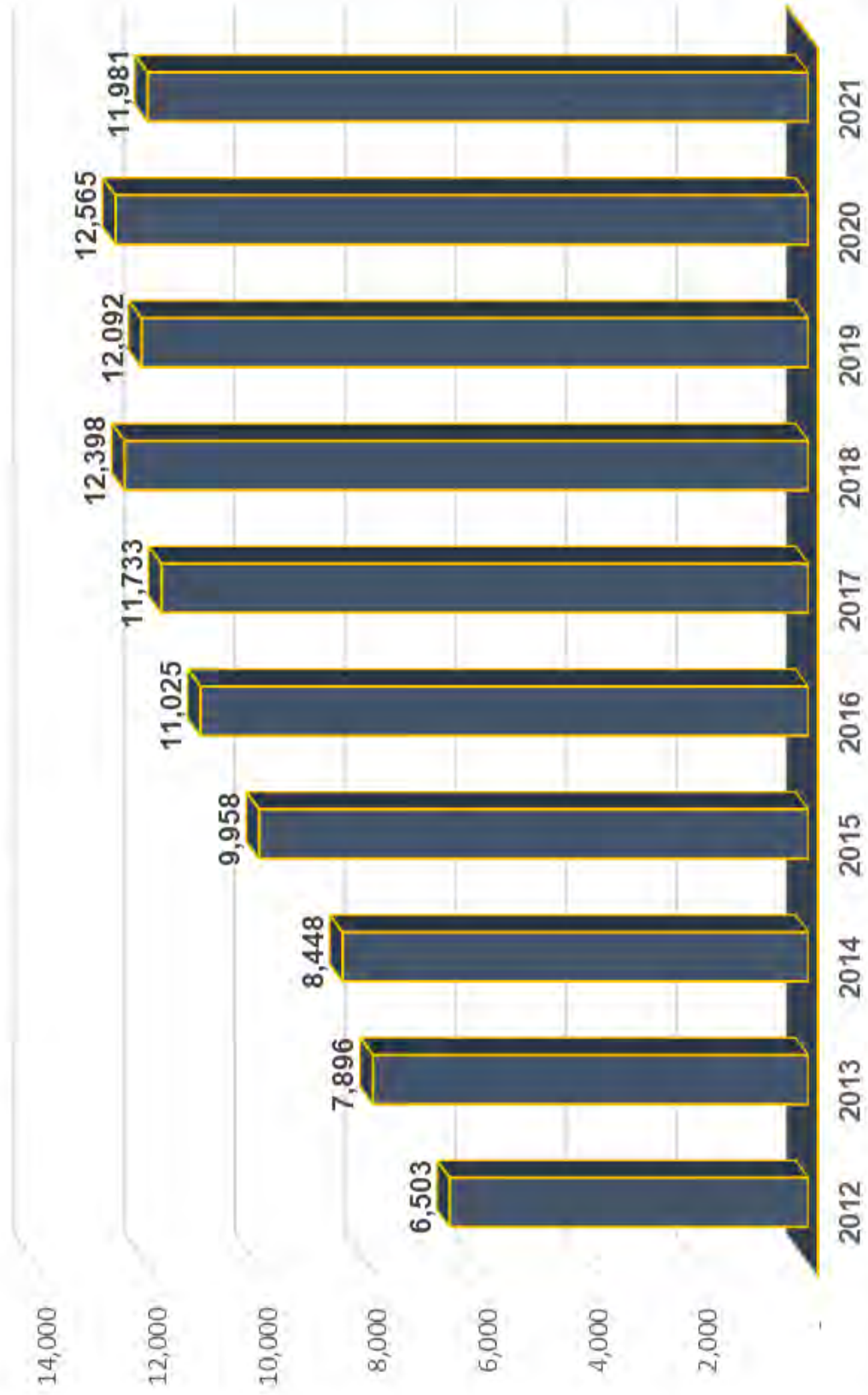
- Friday, December 31st—New Year's Holiday
- Monday, January 17th—Martin Luther King, Jr. Day
- Monday, May 30th—Memorial Day
- Monday, July 4th—4th of July Holiday
- Monday, September 5th—Labor Day
- Thursday, November 24th and Friday, November 25th—Thanksgiving Holiday
- Monday, December 26th—Christmas Holiday



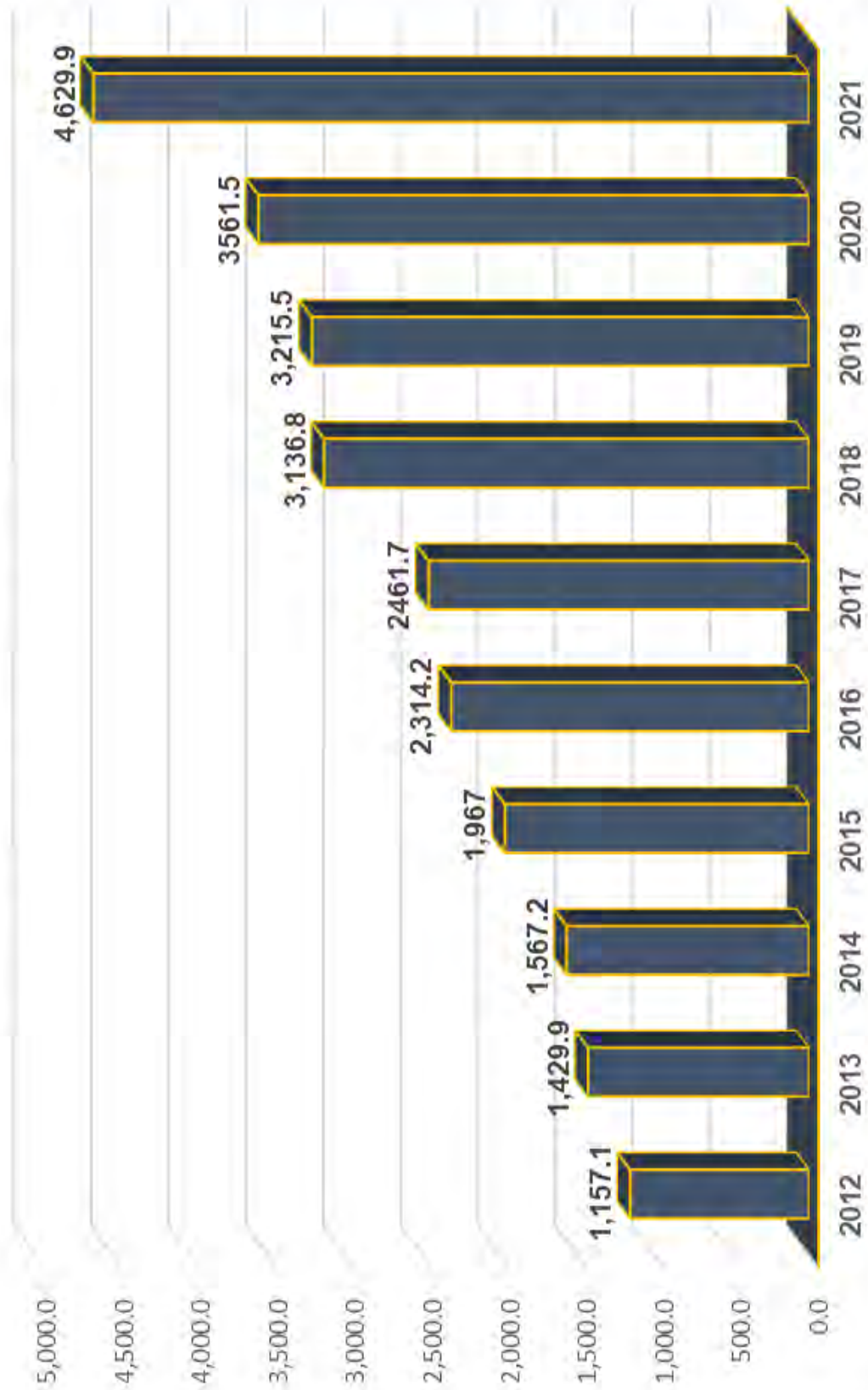
SAR DUES AND MLS FEES

	# of SAR DUES PAID	SAR YEARLY DUES			Average # of MLS USERS	MLS MONTHLY FEES
		Local	State	Nat'l		
1989	1040	139	62	49	715	
1990	1328	139	62	49	920	
1991	1461	122	82	46	1042	
1992	1633	119	82	59	1197	
1993	1654	119	82	59	1305	
1994	1833	119	82	59	1312	40/47/50
1995	1903	124	82	64	1315	50
1996	1663	124	82	64	1294	50/50.50/43
1997	1454	124	82	64	1140	43
1998	1396	129	82	64	1103	48
1999	1357	129	82	79	1131	48
2000	1323	129	107	79	1094	48
2001	1300	129	107	79	1091	48 (11 mos.)
2002	1402	129	107	84	1158	48 (11 mos.)
2003	1488	129	122	84	1246	45 (11 mos.)
2004	1668	129	122	84	1417	45 (10 mos.)
2005	1967	129	122	84	1669	39 (10 mos.)
2006	2166	129	122+100 Asmnt.	84	1977	39 (10 mos.)
2007	2388	129	177	94	2188	Apx. 39
2008	2215	129	177	110	2117	39
2009	1929	139	182	115	1880	39
2010	1797	139	187	115	1759	43
2011	1535	139	192	115	1535	43
2012	1383	139	197	155	1412	43
2013	1439	139	202	155	1446	43
2014	1521	139	208	155	1506	43/44
2015	1634	139	249	155	1618	44
2016	1795	145	255	155	1784	44
2017	1992	145	261	155	1987	44
2018	2176	145	267	155	2115	44 (11 mos.)
2019	2350	145	273	185	2179	44
2020	2374	145	280	185	2453	44 (11 mos.)
2021 Budgeted	2426	145	280	185	2490	46
2021 Actual	2634				2688	46 (11 mos.)
2022 Budgeted	2686	287	185	145	2742	46

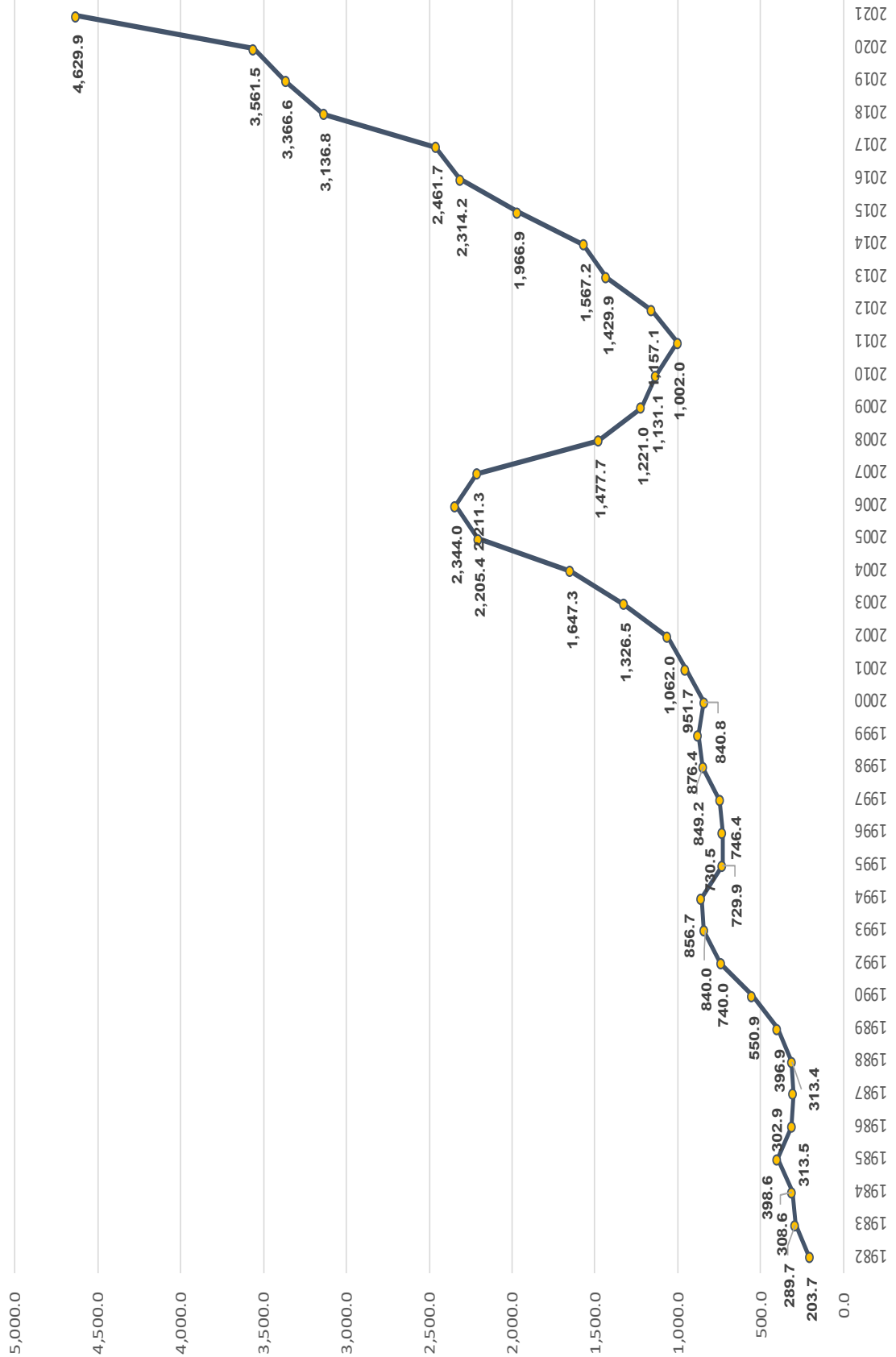
**Spokane Association of REALTORS®
Closed Sales Processed (Total MLS)**



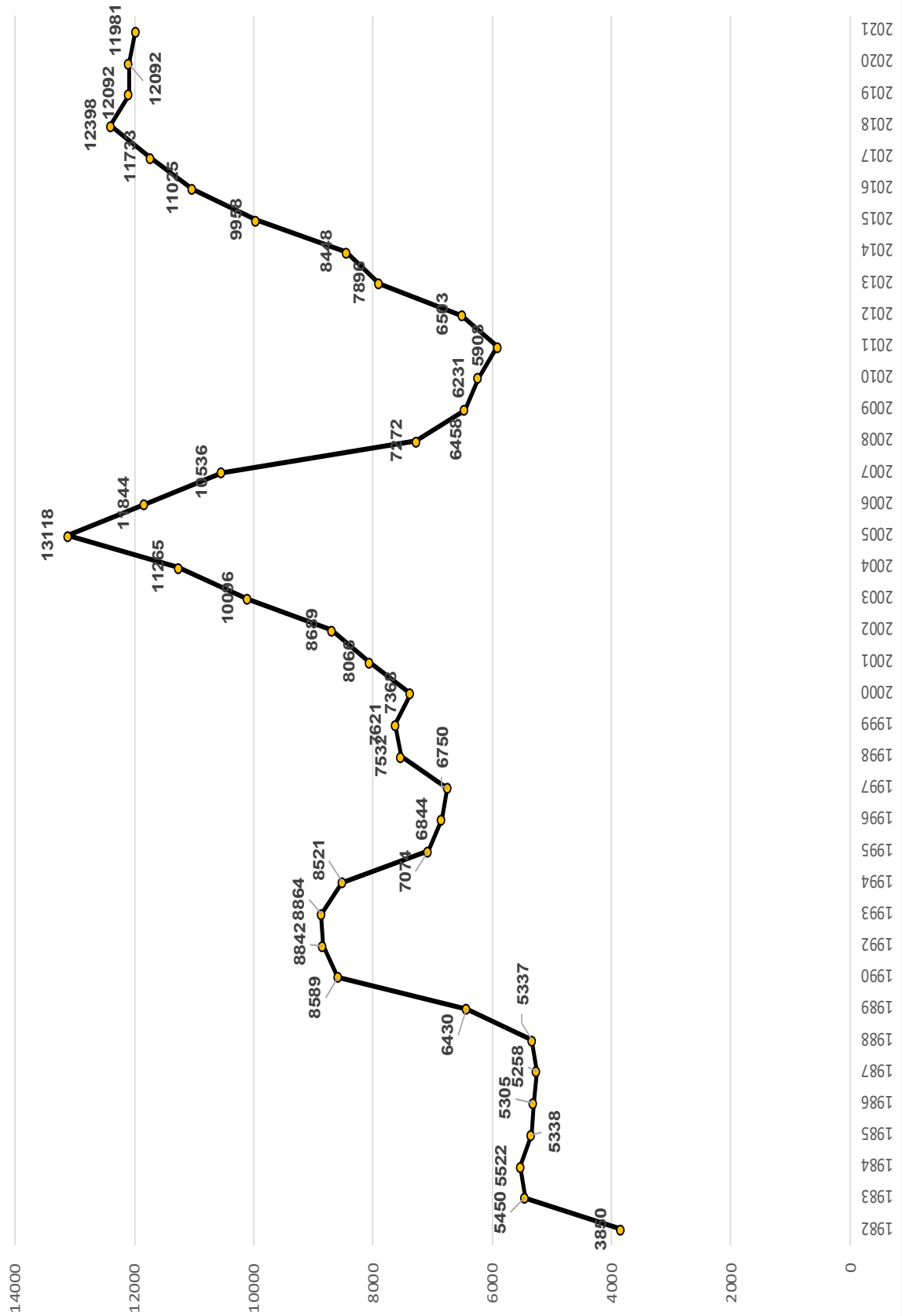
Spokane Association of REALTORS® Closed Sale \$ Volume (Total MLS)



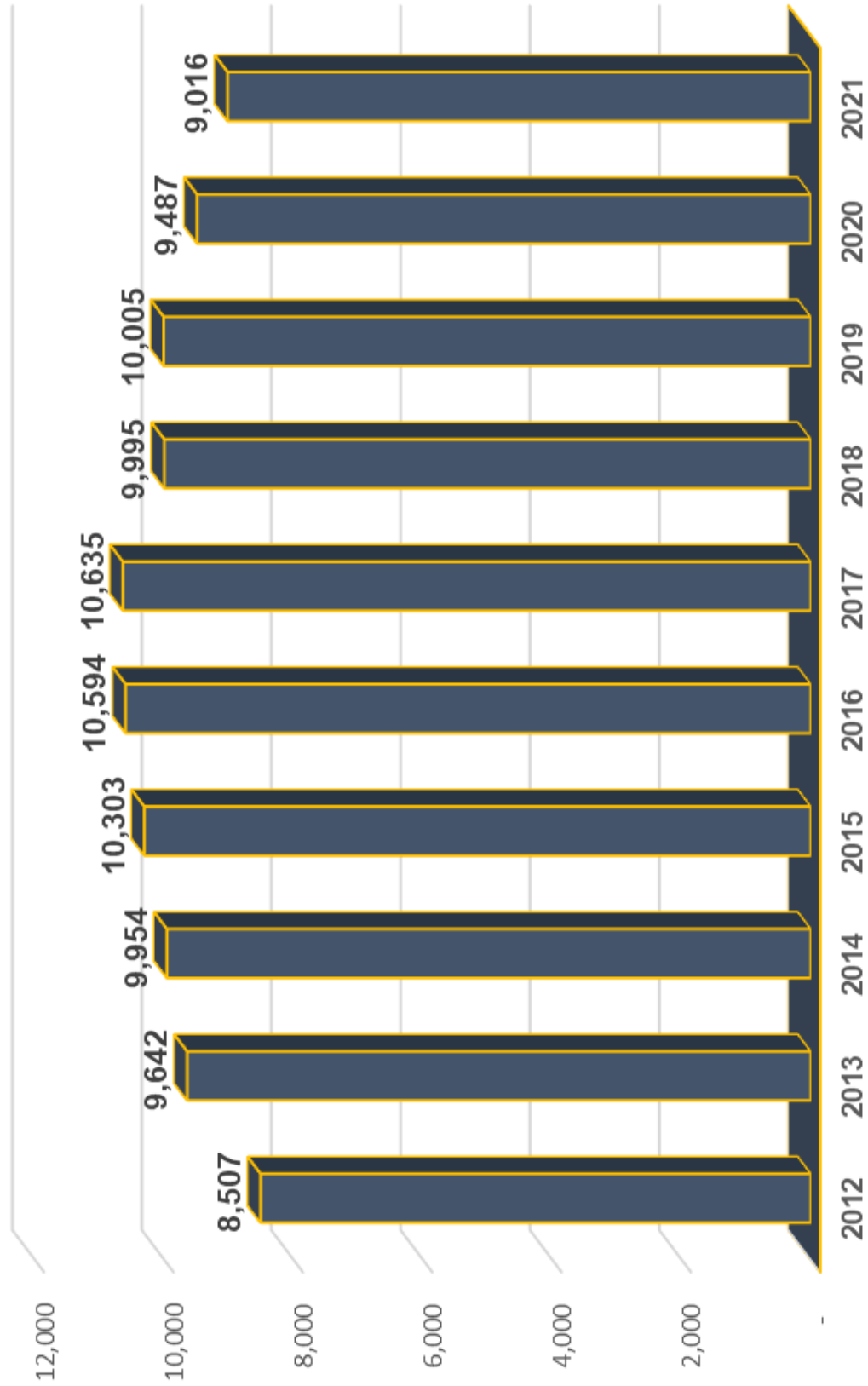
**Spokane Association of REALTORS®
Total Reported MLS \$ Volume
1982-2021**



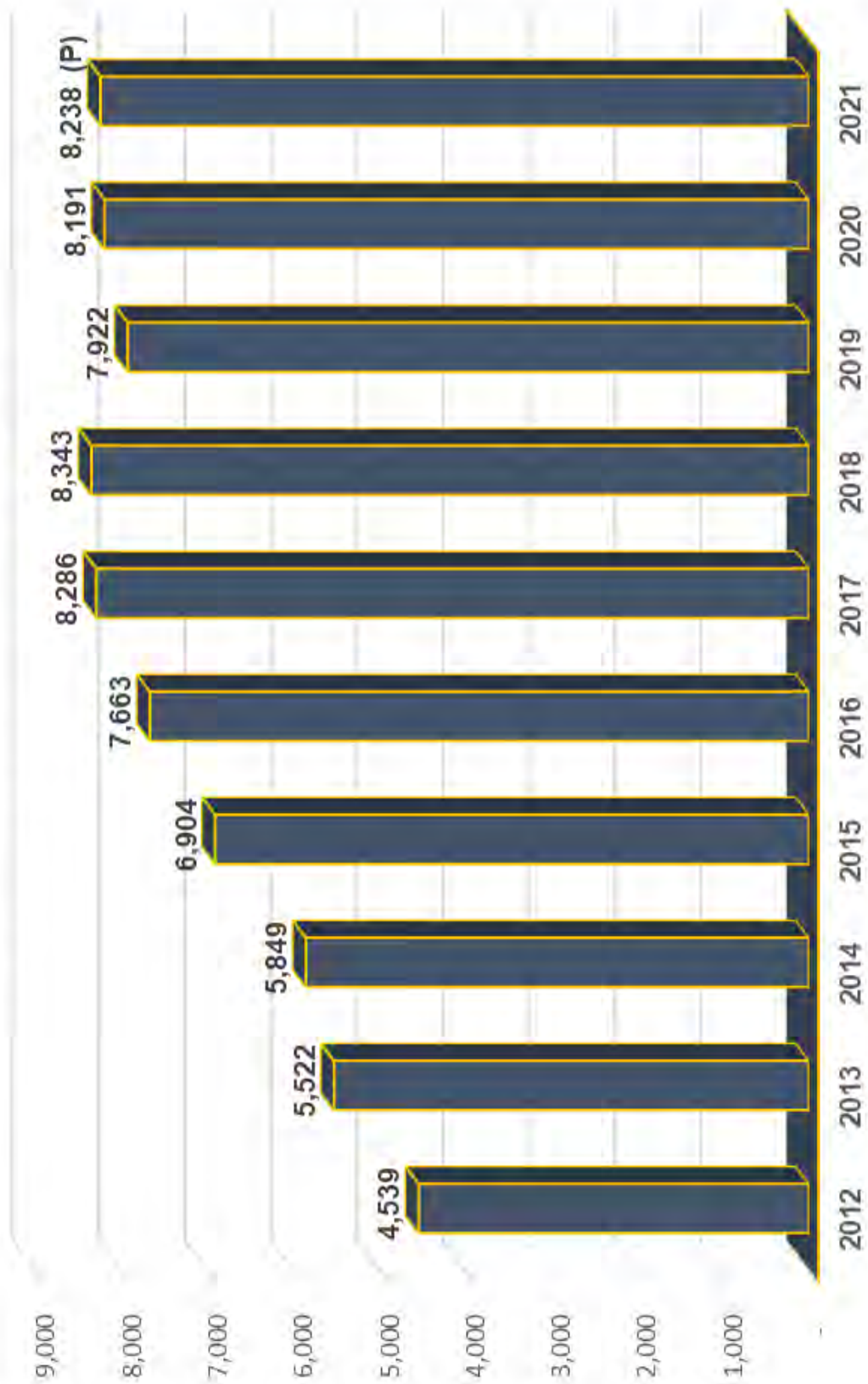
**Spokane Association of REALTORS®
Total Units Reported Sold in MLS 1982 - 2021**



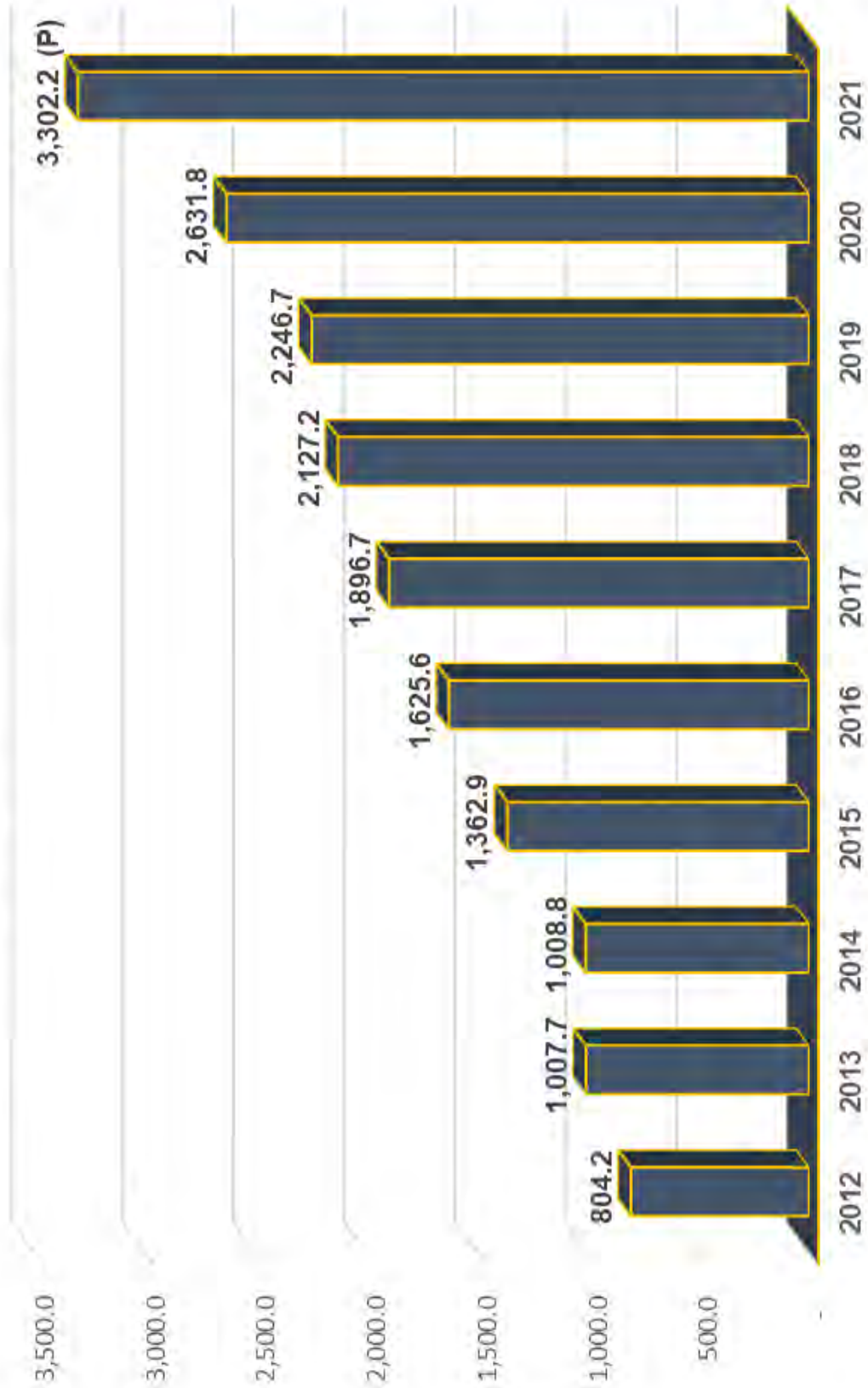
Spokane Association of REALTORS # Listings Processed (Market Activity)



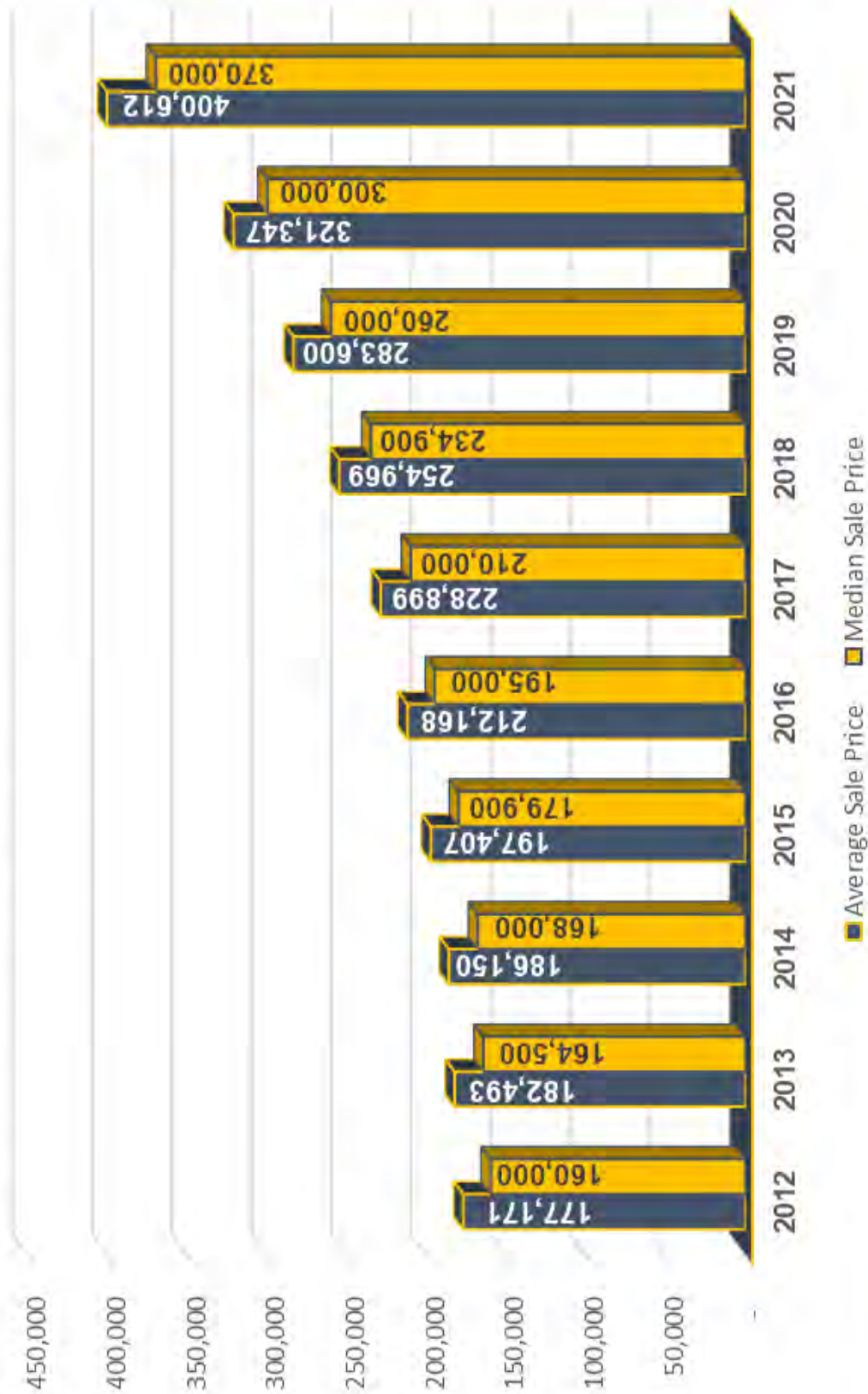
Spokane Association of REALTORS # Closed Sales Processed (Market Activity)



Spokane Association of REALTORS Closed Sale \$ Volume (Market Activity)



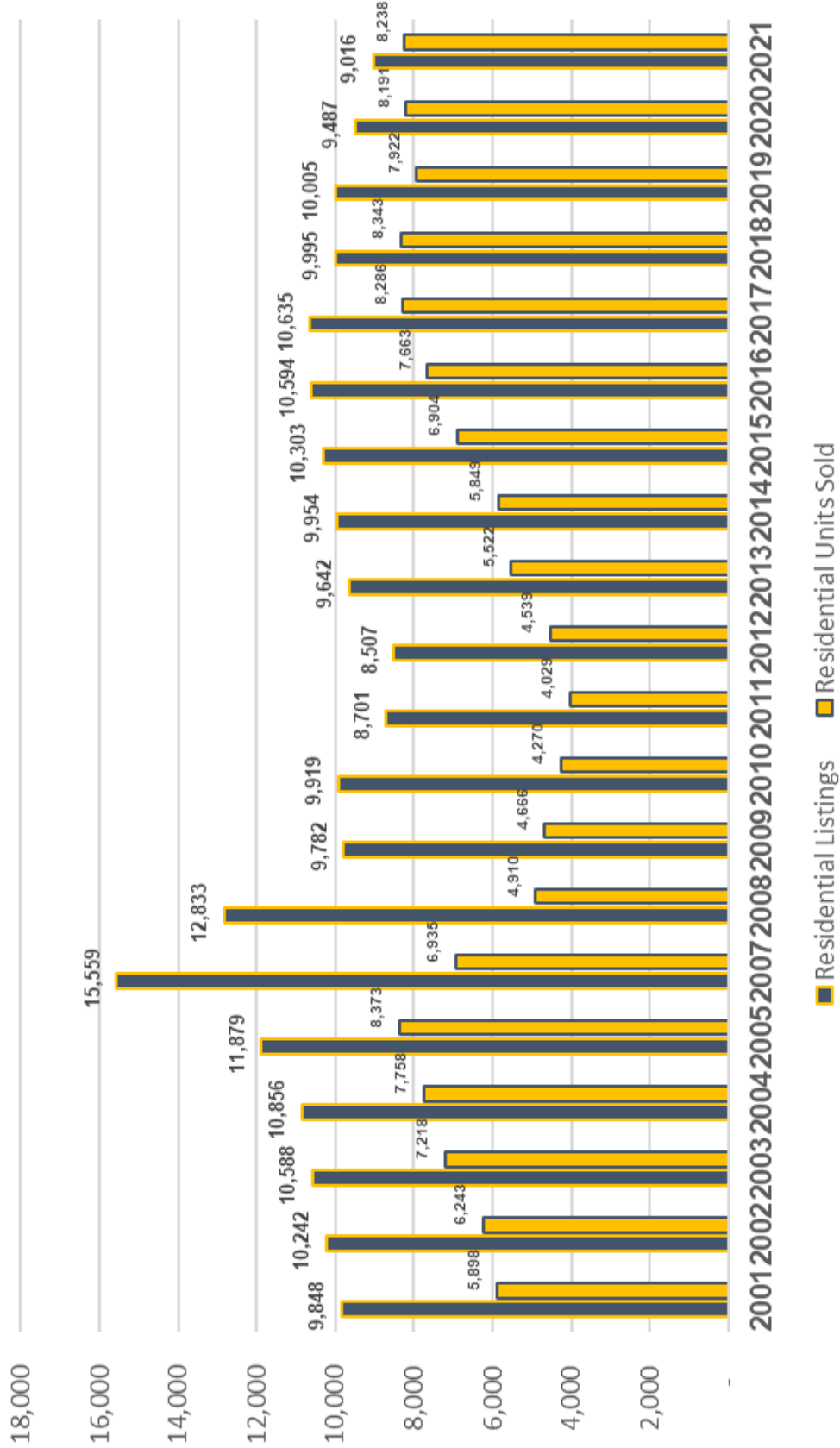
Spokane Association of REALTORS® Average & Median Sales Price (Market Activity)



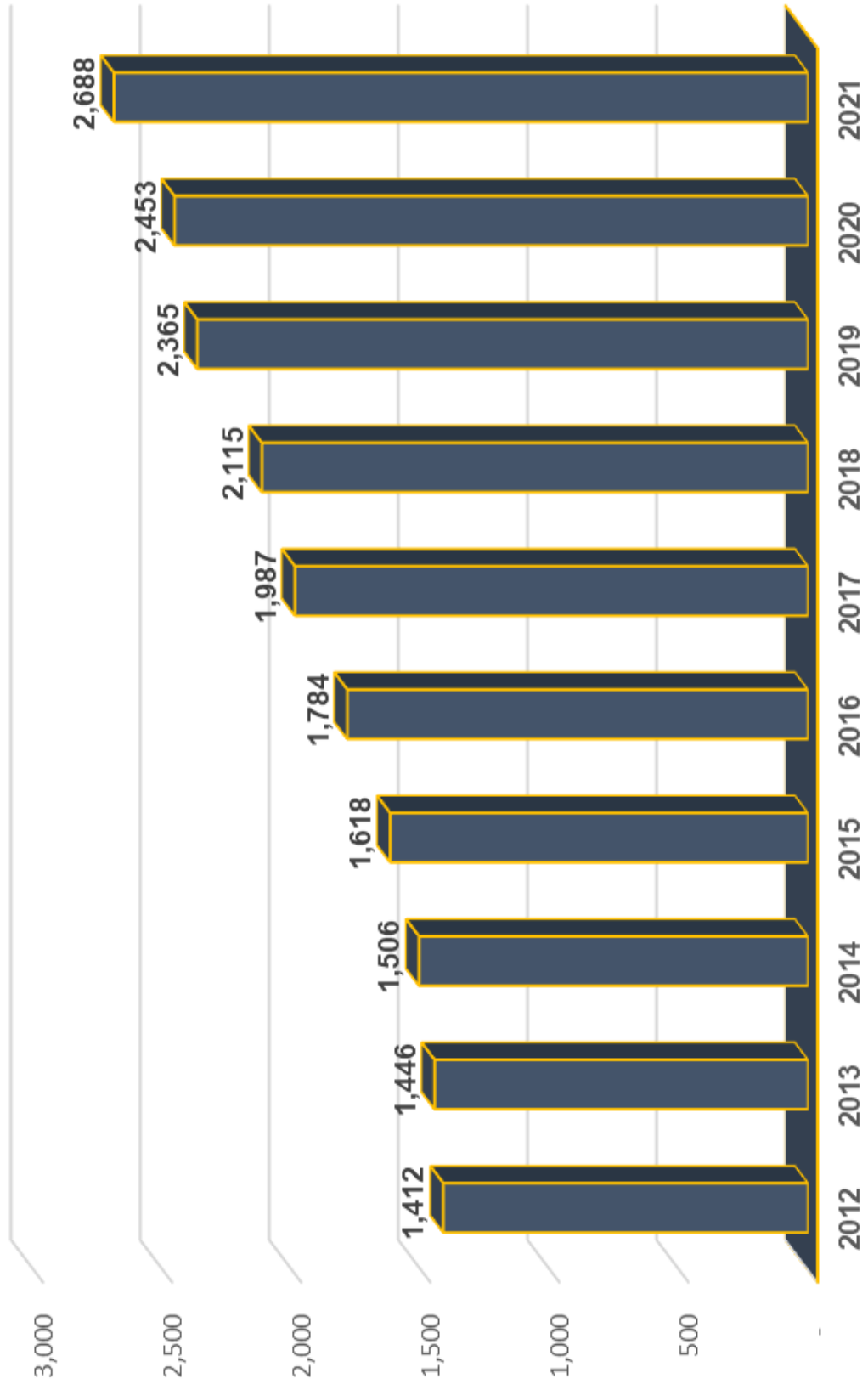
**Spokane Association of REALTORS®
 Number of Sales on Less than One Acre
 Residential Site Built and Condo's in Spokane County
 (Market Activity)**



Spokane Association of REALTORS® Residential Listings vs. Residential Units Sold 2001-2021 (Market Activity)



Spokane Association of REALTORS® MLS Subscriber Average



2021 YEAR IN REVIEW

BUDGET & FINANCE COMMITTEE

- ◆ Bulk of the year was working on and approving the 2020 Financial Audit
- ◆ Approved 2022 Operating Budget assuming a 2% increase in membership with no changes to dues and fees.
- ◆ Plan for AE retirement built into the 2022 budget.
- ◆ Assets gained in 2021 allowed us to pave a larger parking lot in 2021.
- ◆ Loss of \$29,000 this year in investment income with a total of about \$1.7 million in reserves.
- ◆ Operating Budget of about \$2.5 million.
- ◆ Due to COVID travel restrictions, surplus money was approved to spend on consulting to help us with membership insight surveys and public branding.
- ◆ SAR membership approx. 8.6% over the 2021 Budget
- ◆ MLS subscribers approx. 8% over the 2021 budget
- ◆ SAR Dues Paid 334,890/ 2634
- ◆ 99 Lifetime and Emeritus Status

COMMUNICATIONS

The 2021 SAR Communications Committee was chaired by SAR broker/member **Katie McDaris Marks** with **Tom McArthur** as SAR staff support. Committee members were able to accomplish several projects to support member businesses, despite the continuing global pandemic:



SAR Member Photo Archive – working with Nick Brommer Photography, a Spokane vendor, SAR Communications established a photo archive of Spokane-area images for free and unlimited member use. From an original pool of several dozen images, members selected 20 images for the association's first-ever photo library. The committee used an NAR contract as a starting place, then worked with SAR legal counsel to make the agreement appropriate for our purpose. The photo library was launched in the fall with standard resolution images (perfect for online use). When

members began requesting high-resolution images for print purposes, we worked with the vendor to upgrade all 20 of our images to full size. The SAR Photo Library was also used to help localize the McKenna Agency graphics for our advocacy campaign.



SAR Advocacy Billboards – with a strong library of marketing graphics created by McKenna Agency for the SAR advocacy campaign, the committee thought to add value to what was already created and paid for and create a billboard campaign around REALTOR® advocacy. The BOD approved an allowance from end-of-year funds to launch the campaign in 2022 as the home buying/selling season picks up again in the spring. This is the first-ever billboard campaign members can remember, going back at least a decade.

2021 YEAR IN REVIEW

COMMUNICATIONS (CONTINUED)

SAR Taco Tuesday – SAR Communications planned and staffed four first-ever Taco Tuesday events in the SAR parking lot. This event was born of the fact



that about 400 new association members had only known a closed office (though services continued virtually) due to government orders to close our building to the public as a defense against the CoViD-19 global pandemic. Several new members who attended the luncheon remarked that they had never been inside their association building before Taco Tuesday.

Three posts on the SAR Facebook page during the event reached more than 1,000 people by the first Taco Tuesday night. This was more than lunch, it was an event to kindle a sense of place and belonging in members for their association. The event was featured with many event photos in the Weekly Notices to share word that the association was healthy and strong even to those who did not attend the Taco Tuesday events. [Comments shared on the SAR Facebook page: Tanna Bushnell Belitz](#) Thank you, SAR! What a fun event. Plus. The tacos were BOMB!; [Karen O'Donnell Realtor](#), Was so good; [Cheryl Sontag](#), Those Tacos were amazing and so nice to see everyone!!!!; [Tom Clark](#)., A good time was had by all! Let's do it again next week!

Additionally, SAR Communications members attended many joint meetings with SAR Member Services as Agency McKenna presented regular updates to the association's advocacy campaign.

The 2022 SAR Communications committee will be convened by broker/member **Laura Branning**.

FORMS COMMITTEE

The Forms Committee approved revisions to the SAR-ELA, Exclusive Right to Sell Listing Agreement.

Also our local members, Sabrina Jones-Schroeder, Jeannette Karis and Eric Johnson, that serve on the Statewide Forms Committee did meet and there were several changes on the Statewide forms:

- ◆ Lease/Rental Agreement (Form 68)
- ◆ Rental Agreement (Buyer Occupancy Prior to Closing (Form 65A)
- ◆ Rental Agreement (Seller Occupancy After Closing (Form 65B)
- ◆ Seller Disclosure Act (RCW 64.06—Form 17 and 17C)

2021 YEAR IN REVIEW

GOVERNMENTAL AFFAIRS COMMITTEE



January

- ◆ Spokane Regional Housing Research Summit Feb 17

February

- ◆ Hill Day virtual
- ◆ Follow up to HB 1590 – Sales Tax for Housing
 - Lobbied City of Spokane to pass sales tax for housing

March

- ◆ Hosted a Candidate School
- ◆ Advocacy Grant received

April

- ◆ Supported the downtown stadium plan
- ◆ Released The Housing Research Summit White paper

May

- ◆ Met with the Spokane Sustainability Committee
- ◆ Formally launched a campaign to support a citizen's measure
- ◆ Received NAR Funding for a poll
- ◆ Developed a Spokane City Council Candidate Questionnaire we used to screen candidates
- ◆ Working on advertising videos
- ◆ Received a grant to support our Fair Housing sponsorship of Northwest Fair Housing Alliance May Meetings
- ◆ Formally endorsed three city council candidates
- ◆ Team met with Congressional Representative Cathy McMorris-Rodgers

June

- ◆ Approved a plan for the Counselors of Real Estate – sought funding

2021 YEAR IN REVIEW

GOVERNMENTAL AFFAIRS COMMITTEE (CONTINUED)

July

- ◆ Raised \$125,000 to support a Citizen's Initiative on natural gas bans in the City of Spokane's Sustainability Action Plan
- ◆ Led a successful letter writing campaign in opposition to the City of Spokane's Housing Action Plan condemning their housing projections. The City changed it's position.
- ◆ Launched a series of videos in support of our REALTOR® housing positions
- ◆ Hosted a legislative reception for our key local lawmakers

August

- ◆ Launched a Post-Primary Election Campaign for our supported candidates
- ◆ Joined a statewide coalition to fight the City of Spokane's Natural Gas Bans
- ◆ Would covert this campaign into a successful "Call to Action" to get these provisions removed

September

- ◆ Hosted the Counselors of Real Estate meeting with over 30 local leaders, builders and developers

October

- ◆ Launched the final phase of digital ads and tv ads for REALTORS in our advocacy campaign
- ◆ Led a REALTOR® Voter Call to Action and Voter Registration Drive
- ◆ Added additional support to our local supported candidates

November

- ◆ Celebrated two out of three victories in local Spokane city council races
- ◆ Hosted the Counselors of Real Estate committee interviews

December

- ◆ Formally Released the Counselors of Real Estate Action plan
- ◆ Hosted an RPAC Major donor event
- ◆ Celebrated a successful year!

2021 YEAR IN REVIEW

GRIEVANCE AND PROFESSIONAL STANDARDS COMMITTEES

Required training for Grievance Committee, Professional Standards Committee members and the Board of Directors.

<u>ETHICS</u>	2021	2020
Sent out ethics complaint packets	22*	50
Returned to Association	14	12
Sent up to PSC for hearings	8	8
Dismissed or withdrawn	5	4
Appeal Hearings	0	0
Abeyance	1	2

**People are getting the complaint packets from our website so we don't send many out via email or USPS.*

OMBUDSMAN

Used an Ombudsman Instead of Filing a Complaint—4

<u>ARBITRATION</u>	2021	2020
Sent out arbitration packets	1	2
Returned to Association	1	1
Sent up for Mandatory Arbitration	1	1
Sent up for Voluntary Arbitration	0	0
Dismissed or withdrawn	0	0
Procedural Review	0	0

2021 YEAR IN REVIEW

MEMBERSHIP COMMITTEE

- ◆ Continued working with Agency McKenna on the results of our large survey from the end of 2020 and what we want to do with the results. SAR had an above average response rate on all of the surveys which were 30%+ on each one of them.
- ◆ Put together a digital marketing campaign with Agency McKenna which included a member kit to use on social media, etc.
- ◆ Set up sub-groups to work on Onboarding, Awards, Benefits and Engagement
- ◆ COVID-19 is still with us so we continued with:
 - ⇒ Virtual education classes
 - ⇒ Virtual meetings and turned into hybrid meetings later in the year
- ◆ Asked for up to \$10,000 for a “free” Holiday Gathering for an in person Annual Membership Meeting in December.
- ◆ Awards were presented in person at the Quarterly Membership Meeting and Awards Luncheon in November. We also had 4 locals receive WR Awards.

MLS STEERING COMMITTEE

- ◆ Added AVM and Public Comments to the Property Data Form,
- ◆ Approved a Fair Housing Policy Procedures required by NAR that MLSs have a reporting procedure,
- ◆ Approved NAR required MLS Rules and Regulations regarding accuracy of listing data, administrative sanctions and consideration of alleged violations by the committee,
- ◆ Approved changes to the SAR MLS Rules and Citation Policy regarding Tier 1 and Tier 3 violations and added additional information for 1) Filing Complaint, 2) Administrative Sanctions and 3) Appeals and Hearing Options.
- ◆ Added additional fines in the Administrative Sanctions (e.g. Providing MLS information to brokers or firms that do not participate in MLS, etc.) Also raised some of the fines.
- ◆ Added a date to the ANS field so when the property is entered you will fill out the date it will be available for showing – required to be filled out instead of putting it in the agent remarks. This will also help with ShowingTime as it wouldn’t accept a future showings under ANS.
- ◆ Extended our Black Knight contract for a year (evergreen contract).
- ◆ Embedded Videos now allowed in Paragon so we have Embedded Video and Unbranded Virtual Tour rules approved.
- ◆ Beta site for Homesnap Showing,
- ◆ MLS Grid is now active. No more fees to members for their IDX feeds.
- ◆ Ruumr, Ruumr, Ruumr
- ◆ Higher resolution photos for Paragon.
- ◆ Recommended approval for Down Payment Resource to be integrated with Paragon
- ◆ Recommended approval for Domus Analytics.

2021 YEAR IN REVIEW

PROFESSIONAL DEVELOPMENT COMMITTEE

- ◆ 57 classes held in 2021
- ◆ 2 Lunch & Learn Sessions
- ◆ 1 Washington REALTOR® classes held for the SAR
- ◆ 7 Off site classes
- ◆ Overall we had 1,162 people in our Education classes in 2021

SERVING OUR SPOKANE (SOS)

- ◆ Contributions of money was granted to Free 2nd Harvest, Joya, Meals on Wheels, Ronald McDonald House, Salvation Army, Shriners Hospital, SNAP, Toys for Tots, Union Gospel Mission and Vanessa Behan Crisis Nursery in total of \$6550.00 in 2021.

SPECIAL EVENTS COMMITTEE

- ◆ 3rd Grade Poster/Essay Contest: was cancelled due to COVID.
- ◆ SAR Luau on the Bluff was held Thurs June 3rd at Arbor Crest Winery from 5pm -8pm. This event went over very well! We had a total of 155 pre-registered, with another 20 people pay at the door, for a total of 175 people in attendance. It was a beautiful summer evening with live music that was booked on the big stage by Arbor Crest, buffet dinner, wonderful door prizes and silent auction. This year our charity was chosen by Banner Bank that sponsors silent auction item/basket that raised the most money from last year's party. The charity they chose was Family Promise of Spokane. We presented them with a check for \$7,668.04.
- ◆ SAR Golf Tournament was held Thurs July 15th at Down River Golf Course with a 7:30 a.m. shotgun start. We had 136 golfers. We had a boxed lunches after the tournament and we drew names for a number of prizes that included Gift Cards from local businesses and bottles of wine or alcohol, along with one Grand Prize for Circling Raven. Everyone really seemed to enjoy these larger prizes!
- ◆ SAR Food Drive was all done through a GoFundMe account that ran from Aug 19th-Sept 30th. This year's event didn't raise as much money as past years, due to problems with the GoFundMe page. We're working with 2nd Harvest to get a jump start on making it work better for 2022. We were able to present 2nd Harvest with a check for \$6,594.01 = 32,970 meals.
- ◆ SAR Oktoberfest Party was scheduled for Thurs Sept 30th. Due to low registration this event was cancelled. Our next fundraiser event funds will be donated to Rhythm & Beats.
- ◆ SAR Membership Holiday Gathering and Annual Membership Meeting was held Thurs December 16th at Centerplace Event Center. The Membership Committee asked for a \$10,000 budget to put on a party for the members at no charge to them. We had 139 pre-registered guest and a total of 101 people in attendance for a fun filled morning that included games, prizes, best Ugly Sweater contest, brunch, and mimosas for all. This event was well received, and everyone commented on how much fun it would be to do this every year!

2021 YEAR IN REVIEW

TECHNOLOGY COMMITTEE

MLS Computer Classes/Training

Listing Input	17
MLS/Paragon Intro	24
Paragon Update	1

Technology Committee

7 Meetings

Miscellaneous IT

- ◆ Attended Steering Committee meetings
- ◆ Attended Council of MLS, NAR IOI Summit, RESO conference
- ◆ Virtually attended NMUG and Inman Connect meetings.
- ◆ Maintained SpokaneRealtor.com website
- ◆ Upgraded SAR main server
- ◆ Maintained SAR servers, workstations, and surface pro laptops.
- ◆ Launched MLS Grid
- ◆ Maintained Data (IDX,VOW, Back Office) subscriptions and compliance audits
- ◆ Provided support for SAR products
- ◆ Launched TransationDesk Authentisign 2.0
- ◆ Maintained voting system for SpokaneRealtor.com website
- ◆ Maintained Network Firewall and VPN
- ◆ Hosted Hybrid Zoom Meetings, Events and Classes
- ◆ Launched Homesnap Showings
- ◆ Upgraded Library Computer

NOTES



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