

ARBOR

REALTORS®



2022 Annual Report

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2022 BOARD OF DIRECTORS



Sarah Mascarenas
President



Robyn Eastman
President-Elect



Amy Cearnal
Secretary/Treasurer



Dixon Holman
Past Chairman



Joanne Justice
NAR Director



Tim Beary
NAR Director



Mike Hale
TR Director



Rod Macdonald
TR Director



Teresa McNeil
Ellis Hill Rep



Leanne Nelson
NTREIS Director



Niña Henderson
Director



Linda Longoria
Director



Jarrett Newton
Director



Alberto Vazquez
Director



Chris Craig
Director



Corey Harris
Director



Kim Jansonius
Director



Jan Peterson
Director



Sundee Hinchliffe
Director



Larry Hurley
Director



Lilibeth Olvera
Director



Chris Beary
Director



Jody Kautz
Director



William Cady
Director

MESSAGE FROM THE CEO

Dear ARBOR Board of Directors and Members,

Wow! 2022 was a memorable, challenging, and exciting year. I continue to be in awe of so many amazing volunteer leaders, dedicated staff, and awesome members.

It was a pleasure to serve with President Sarah Mascarenas and support the theme of Aim Higher in 2022. We crushed our Strategic Plan goals and tasks.

I was selected as the Texas REALTORS® Association Executive TREPAC Trustee Representative and enjoyed raising funds and advocating for our industry. We smashed the goal of \$6M and hit \$7.2M statewide. ARBOR also broke records. It is my honor to be inducted into the National Association of REALTORS® RPAC Hall of Fame. I hope my example leads others to be "all in" to protect our industry.

I served on the Arlington City Residential Infill Development Task Force, which identified numerous ways to increase housing options and address missing middle housing. Mayor Ross set up a Real Estate Advisory Committee and we held a Planning and Development Services Department listening session to identify ways to streamline the approval process.

We invested in our ARBOR locations, opening the new Waxahachie office and refurbishing Arlington to better deliver services. We conducted a productive communication and member value proposition analysis, resulting in an updated Communication Plan, new logo, marketing design standards, a new website, and cultural shifts needed to deliver an unrivaled experience for members.

We navigated through some staff turnover, ice storms, slowing membership growth, and a changing economy. Thanks for the opportunity to be part of the ARBOR family.

Taylor Oldroyd



23 Directors



3,807 Members



Taylor Oldroyd
CEO



Teri Woodson
COO



Jessica Gauthier
Communications Dir.



Melissa Hagood
Operations Dir.



Walt Loonam
MLS/IT Dir.



Vicki Williams
Education Dir. &
Ellis Hill Mgr



Jordyn Goss
Membership AMB



Breanna Friels
Membership Dir.



Princess Moore
Membership Spc.



Gloria Hill
Membership Spc.

Team ARBOR

MESSAGE FROM THE PRESIDENT

Wow, what a year we've had in 2022!

We accomplished so much together and I'm proud of how we served our members from our two great locations: Arlington and the new Waxahachie Service Center. It has been my honor to serve as President this year. Thanks to each of you, my family and so many friends and colleagues in the business for your support. I truly love serving at ARBOR.



My theme for 2022 was Aim Higher in 2022.

Our Strategic Plan focused on 22 action items to strategically move forward with our TEAM-focused activities, including:

Tools: holding NTREIS accountable and responsive to the Shareholders by advocating for better mobile features, a new reserve policy to ensure financial security and accountability, and stronger local association support.

Education: we offered 211 classes this year. The Education Committee made great strides in bringing us out of Covid and back live with top-notch courses.

Advocacy: We are in a good position to ensure that ARBOR has a strong voice for promoting the availability and affordability of housing. We also helped Arlington form the Mayor's Real Estate Advisory Council and held a Planning & Development Services Listening Forum to help streamline the city's development review process.

We also had a historic TREPAC year. There is no Red or Blue problem that can't be solved with the REALTORS® Party Purple Solution. You'll hear more in this coming year about NAR President Kenny Parcell's Theme of

Riding with the Brand but I know this, you can't ride with the brand if you're not running with the PAC.



Members: TEAM ends with an M but everything we do at ARBOR is all about the members first. I'm so proud of our commitment to all our members and the unity we're striving for and the warm welcome extended to all REALTORS in Ellis, Hill, and Tarrant Counties...and invite all to come home to ARBOR, your hometown association. In addition to the new Waxahachie location, we made meaningful building improvements and enhancements with the remodeling at our Headquarters in Arlington and the new Pavilion built by Tarrant Roofing is spectacular.

These improvements will allow us to serve our members and host even better committee events. The ARBOR Event Center is open for business.

I'm proud of how we strengthened ARBOR by focusing on our Strategic Plan including enhanced member services, communications, and inclusion. We championed **Health & Safety** initiatives. We focused on **Professionalism** to raise the bar to protect our industry. And lastly, we promoted a unified **Team and Culture** that is inclusive, builds trust, respects others, embraces confidentiality and transparency, and avoids cliques and rumors.

Thanks again to our Directors, Committee Chairs, employees, and volunteer leaders. Congrats to the Award winners and special thanks to Teri Woodson.

I can't wait for 2023 and look forward to supporting Robyn Eastman and the entire TEAM at ARBOR to continue to promote the safety, prosperity, and unity of our members and this amazing industry.

-Sarah Mascarenas

2022 AWARD WINNERS

Affiliate of the Year

John Larriviere
United Carpet Cleaning System



This award is presented to one of our affiliate members for their leadership, support, and contributions to the betterment of ARBOR. Consideration should be given to a member in good standing, active in committee work, consistently present at association activities, and the willingness to devote their time & talent to our Association.

This award is designated to honor a REALTOR® who is new to the real estate profession (with no more than 18 months of experience). Also, this award honors someone who is enthusiastic, and cooperative, participates in ARBOR committees and events, shows the ability to use time wisely, and features overall sales production.



Rookie of the Year

Rachel Simmons
Hogan Park REALTORS®

Edgar Bird Award

Jody Kautz
RE/MAX Associates of Arlington



Edgar Bird was the first president of the Arlington Board of REALTORS® and served as chairman three times. This award is presented to a REALTOR® who has achieved long and continued membership in ARBOR, enduring dedication to goals and ideals of the REALTOR®, and 5 years of combined service on a standing committee, or as Board Officer or Director.

This award is presented to REALTOR® for their exemplary efforts in improving and supporting the REALTOR® organization, the real estate professional, and their community. Consideration should be given to the following: Board involvement, community involvement, national and state REALTOR® involvement, and other accomplishments in real estate or community.



REALTOR® of the Year

Corey Harris
DreamCityRealty, LLC

Fleetwood Newberry Award

Teri Woodson
ARBOR REALTORS®



This award is given at the discretion of the outgoing President of the Arlington Board of REALTORS® to a person that has exhibited outstanding service to ARBOR during that President's term of office.

Golden R | - \$5,000 Investment



Martha Dent*
RE/MAX Associates
of Arlington



Dixon Holman
Front Real
Estate Co.



JIM LERO
Jenkins Roofing, Inc.

Sterling R | - \$1,000 Investment



Tim Beary
Beary Nice Homes



Chris Craig
Heart Meets Home



Jessica Craig
Heart Meets Home



Dixon J. Holman
Honey Bees
Roofing & Solar



Robyn Eastman
Twenty-Two Realty



Carolyn Gaynor
DFWProperties.net



Melissa Hagood
ARBOR REALTORS®



Mike Hale
Mike Hale Realty



Daniel Hamilton
Daniel Hamilton, Broker



Corey Harris
DreamCityRealty, LLC



Niña Henderson
Better Homes &
Gardens, Winans



Sundee Hinchliffe
Ebby Halliday,
REALTORS®



Jamey Hodge
Guild Mortgage
Company



Debbie Hogan
Hogan Park
REALTORS®



Lanae Humbles
Twenty-Two Realty



Larry Hurley
Green Oaks Realty



Kim Jansonius
RE/MAX Arbors



Joanne Justice
Coldwell Banker Realty



Jody Kautz
RE/MAX Associates
of Arlington



Walt Looman
ARBOR REALTORS®



Rod Macdonald
Better Homes &
Gardens, Winans



Sarah Mascarenas
RE/MAX Associates
of Arlington



Jarrett Newton
Dynamic Real Estate



Taylor Oldroyd
ARBOR REALTORS®



Linda Olson
Better Homes &
Gardens, Winans



Lilibeth Olvera
Universal Realty Inc.



Andrew Patterson
Front Real Estate Co.



Jan Peterson
Kind Realty



Kim Pratt
Next Home
on Main



April Smith
OriginPoint
Mortgage



Alberto Vazquez
Avaza Realty Group



Anna Williams
Better Homes &
Gardens, Winans



Mike Williamson
TW Realty Group



Teri Woodson
ARBOR REALTORS®

Capital Club | - \$500 Investment

Robyn Barrere - Amy Cearnal
Forrest Ivey - Lara Jobe - Tera Kiger
Don Lawyer - Sheri Ossorio
Jenna Pecor - Jim Williams

Lonestar Statesman | - \$250 Investment

Cecilio Bustamante - Dee Davey - Shannon Ferry-Moser - Brittany Gomez Gregory Hall
Beth Harris - Hans Kautz - Starling Oliver - Gregory Potts - Orville Pratt - Russell Reddic
- Tiffany Ross - Navjot Singh - Seth Tibbetts - Ana Torres - Rita Willingham

MARKET SNAPSHOT

Ellis County Housing Report

2022



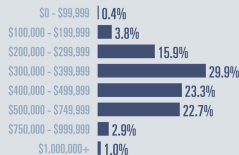
Median price

\$399,995

↑ 17.7%

Compared to 2021

Price Distribution



Active listings

↑ 93.8%

628 in 2022



Closed sales

↑ 6.7%

3,391 in 2022



Days on market

Days on market 37

Days to close 43

Total 80

13 days more than 2021



Months of inventory

3.0

Compared to 1.3 in 2021

About the data used in this report
Data used in this report comes from the Texas REALTORS® Data Relevance Project, a partnership among the Texas Association of REALTORS® and local REALTORS® associations throughout the state. Analysis is provided through a research agreement with the Real Estate Center at Texas A&M University.

TEXAS REALTORS DATA Texas Real Estate Research Center

Hill County Housing Report

2022



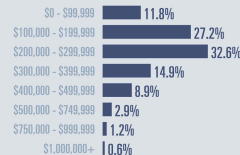
Median price

\$225,000

↑ 13.6%

Compared to 2021

Price Distribution



Active listings

↑ 60.8%

127 in 2022



Closed sales

↑ 3.9%

486 in 2022



Days on market

Days on market 41

Days to close 39

Total 80

10 days less than 2021



Months of inventory

4.4

Compared to 1.9 in 2021

About the data used in this report
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TEXAS REALTORS DATA Texas Real Estate Research Center

Johnson County Housing Report

2022



Median price

\$347,990

↑ **17.4%**

Compared to 2021

Price Distribution



Active listings

↑ **80.1%**

544 in 2022



Closed sales

↓ **1.4%**

2,896 in 2022



Days on market

Days on market	33
Days to close	37
Total	70

3 days more than 2021



Months of inventory

3.1

Compared to 1.1 in 2021

About the data used in this report

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TEXAS REALTORS DATA RELEVANCE PROJECT Texas Real Estate Research Center

Tarrant County Housing Report

2022



Median price

\$359,055

↑ **17.7%**

Compared to 2021

Price Distribution



Active listings

↑ **38.8%**

3,329 in 2022



Closed sales

↓ **14.3%**

24,688 in 2022



Days on market

Days on market	26
Days to close	32
Total	58

1 day more than 2021



Months of inventory

2.0

Compared to 0.7 in 2021

About the data used in this report

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TEXAS REALTORS DATA RELEVANCE PROJECT Texas Real Estate Research Center

TREASURER'S REPORT

2022 was a solid year financially for ARBOR. Both ARBOR (Arlington Board of REALTORS®) and our subsidiary NTREC (North Texas Real Estate Center) continue to benefit from membership growth and collaborative and transparent management.

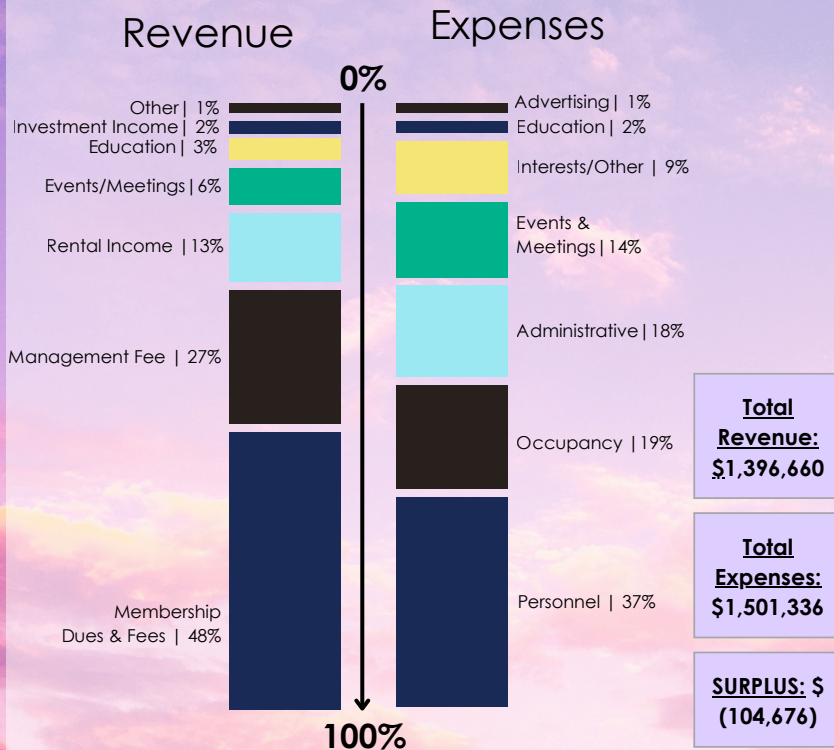
ARBOR revenue was \$1.4M and expenditures totaled \$1.5M, for a loss of \$104,000. NTREC expenditures totaled \$2.1M compared to revenue of \$2.27M for a total gain of \$107,656. ARBOR Balance Sheet Assets totaled \$5M with Liabilities of \$1.3M. NTREC Balance Sheet Assets totaled \$1.5M and Liabilities of \$780K.

We continue to keep our eyes on our reserve totals, which ended the year at \$841,823 (8 months) for ARBOR and \$751,986 (4.53 months) for NTREC.

Our investment portfolio dropped in value, as markets struggled with inflationary pressures, global economic uncertainty, and a drop in consumer confidence stemming from national and international political tensions. As of the end of 2022, our unrealized loss totaled \$90,000 for a total investment portfolio of \$1,457,000.

ARBOR also made a sizable investment in updating the Arlington building and launch of the Arbor Event Center and this investment is already paying dividends with event center bookings.

The Waxahachie office location was also opened at a significant cost but now serving better than ever before all REALTORS® in the area.



ARBOR's Balance Sheet As of December 31, 2022

TOTAL ASSETS	\$ 5,079,232
TOTAL LIABILITIES	\$ 1,325,264
TOTAL EQUITY	\$ 3,753,968

North Texas Real Estate Center Profits & Loss December 2022

Total Revenue	\$ 2,269,856
Total Expenses	\$ 2,162,200
Surplus	\$ 107,656

TREPAC

It was a great year for TREPAC. This year the TREPAC committee hosted many events, resulting in a record-breaking year. Thank you to those that invested in TREPAC!

- Alley Cat Bowling
- Ping Ping Tournament
- Ranger Game (41 tickets sold)
- Cornhole Tournament
- Online Auction
- Live Auction
- Casino Night
- Top Golf

Total TREPAC Funds Raised | **\$43,843**



101% of Quota
37% Member participation

TREPAC is a voluntary, nonprofit, unincorporated group whose membership consists of REALTORS® and others interested in protecting the free rights of property ownership in the United States. As a political action committee, TREPAC complies with all federal and state campaign-investment laws. The voluntary investments TREPAC receives are used to support candidates for federal, state, and local office who demonstrate their support for the preservation of real property rights and the real estate profession.

DIVERSITY-EQUITY-INCLUSION COMMITTEE

- Awarded a grant from NAR in the amount of \$2,500 to conduct a survey.
- DEI survey
- Hosted a Multicultural Event
- At Home with Diversity Course



COMMUNITY SERVICE COMMITTEE

- Mission Arlington – ARBOR Cares Day
- Stuffed Animal Drive – Benefiting Mansfield Police Department
- 3rd Annual Canned Food Drive
- Arlington 4th of July Parade
- Bingo – Arlington & Mansfield
- “I See You” boxes for Hagar’s Heart – The committee got together and put them together for the non-profit.

YOUNG PROFESSIONALS NETWORK

- Fund Raiser benefitting The Forgotten Ones Animal Rescue & Arlington Animal Services resulted in \$1,300 raised.
- Tax Talk Event
- ARBOR & GFWAR YPN Committees Happy Hour Event
- End of Year Happy Hour Event which was held at Hooligan's was a canned goods fundraiser for Mission Arlington.



COMMUNICATIONS & PR COMMITTEE

- Developed Value Proposition
- Unveiled the new ARBOR logo
- Launched new website
- Hired Jessica Gauthier as the new Communications Director
- Facebook reach increased 37.6%
- Instagram reach increased 98.8%
- Over 360 emails sent

EDUCATION COMMITTEE

- 5 Scholarships of \$1,000 each
 - Camille Berstien, Martin High School – Bio Medical Science
 - Allison Williams, Martin High School - Early Childhood Education
 - Angela Rios, Arlington Independent Collegiate High School – Optometry
 - Sarah McDaniel, Martin High School Education Administrator
 - Eleanor Beck, Arlington High School – Pre-Dentistry
- Business Planning Event: Agent of Change
- Changes in Lending Panel
- Offered 211 courses to our members in person and online.



AFFILIATE COMMITTEE

- Affiliate Expo held in October
- Advertised for classes and special events.
- Facilitated classes for REALTOR® Member like self defense class.

MLS/TECH COMMITTEE

- Increased training opportunities to over 100 in 2022
- Changes made to meet RESO Data Dictionary compliance
- Provided Broker and agent training for BrokerBay
- Walt Loonam attended Council of Multiple Listing Service (CMLS) and achieved CMLS 1 and 2
- IT added new servers in Arlington and a server station was installed in the Ellis Hill office
- New security cameras installed in Arlington and Ellis Hill offices



GOVERNMENT AFFAIRS COMMITTEE

- Provided members with resources to serve as the Voice of Real Estate through advocacy of real property rights
- Conducted candidate interviews and publish ARBOR's candidate endorsement list.
- Helped create Arlington Mayor's Real Estate Advisory Group
- Hosted a public forum and information-gathering session for Arlington Mayor's Real Estate Advisory Group
- Visits to City Halls, community functions, community events, and one-on-ones with elected officials.

COMMUNITY SERVICE FOUNDATION

- 1711 Biggs Terrace – Yard Clean Up
- 5316 Fairstead Court - \$6530
 - Fence, replace rotted wood, garage door & opener etc
- 2502 Westchester - \$1270
 - Replaced Roof, fix back patio
- 2009 Meadow Lane - \$9866
 - Front Stairs/Concrete
 - Handrail Front Porch
 - Back Porch Concrete
 - Windows
 - Remove and Replace Storm Door
- 425 McKown - \$8500
 - Roof, Exterior Paint, and Etc
- Looks like CSF spent about \$26,000 helping homeowners in our community.



IT'S TIME!

It's time to care. It's time to change. It's time to become unified. It's time to grow our membership. It's time to become stronger. It's time to make a difference. It's time to get creative.

Each month, in 2023, ARBOR will focus on one theme that will help strengthen the association:

- January | **DEI**
- February | **Committees**
- March | **Advocacy**
- April | **Fair Housing**
- May | **Education**
- June | **Homeownership**
- July | **TREPAC**
- August | **Designation**
- September | **REALTOR® Safety**
- October | **Community Service**
- November | **Give Thanks**
- December | **Planning**



ARBOR's Mission

The Arlington Board of REALTORS® is a non-profit organization that serves more than 3,000 REALTORS® and Industry Partners. We are affiliated with the National and Texas Association of REALTORS®. We are a professional trade association whose members abide by a strict code of ethics and have access to a wide variety of business services that are not available to a licensee.

This gives REALTORS® the competitive edge in the marketplace and enables our members to provide superior services to buyers and sellers of real property.

