ANNUAL REPORT

2023



TABLE OF CONTENTS

LETTER FROM THE CEO

LETTER FROM 2023 PRESIDENT

2023 BOARD OF DIRECTORS

ASSOCIATION OVERVIEW

MEMBERSHIP

TREASURER'S REPORT

FINANCIAL HIGHLIGHTS

MARKET REPORTS

YOUR ASSOCIATION AT WORK

TREPAC

AWARD WINNERS

COMMUNITY SERVICE FOUNDATION

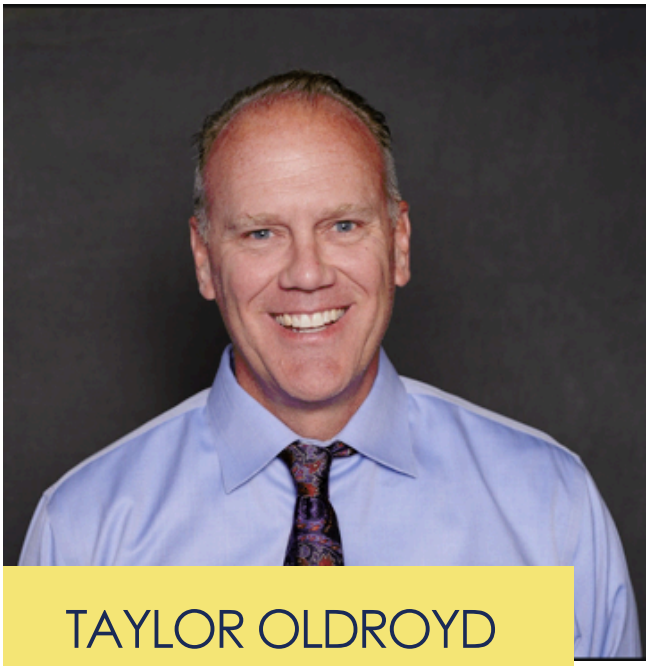
STAFF SPOTLIGHT

INTRODUCING 2024 PRESIDENT

IT'S TIME

ARBOR REALTORS®

LETTER FROM THE CEO



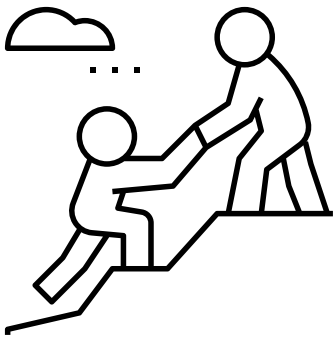
TAYLOR OLDROYD
CEO

Now that 2023 is ending, It's Time to look back, give thanks, celebrate accomplishments, and plan for a bright future, knowing that together we can achieve great things.

We kicked off the year with Terry Watson teaching us how to reenergize business in 2023. And it turned out we needed plenty of energy to tackle all that 2023 would send our way…with the market downturn, regulatory changes and lawsuits, technology and AI advances, leadership resignations and transitions, and a new association management and billing systems to adjust to…we're sure glad in addition to energy and hard work, we also brought a desire for excellence along the way to make 2023 a great year.

How great? For starters, ARBOR crowned a few award winners… ARBOR past president Joanne Justice was named Texas REALTORS® REALTOR® of the Year. 2022 winners Corey (ROTY), Rachel (Rookie), John (Affiliate), Jody (Edgar Bird), and Teri (Fleetwood Newberry) passed along to Dixon R. (ROTY & Fleetwood Newberry), Barbara (Edgar Bird), Michael (Rookie) and Dixon J. (Affiliate). ARBOR achieved the Texas REALTORS® DEI Recognition Program Award, and numerous ARBOR members received the DEI Champions Award. The Arlington Renegades liked how winners looked so they brought home their first XFL Title. Then the Texas Rangers would not be outdone so they decided to bring home a World Series Championship trophy. Let's Go Cowboys!





I'd say Arlington is home to lots of winners as ARBOR members connected, donated, invested, learned, volunteered, participated, and spent time serving each other and their clients. I experienced firsthand the generosity and love from ARBOR leadership and members as my family faced my wife's cancer diagnosis and surgeries. Now cancer free and a future that is bright, we can wholeheartedly say, thank you ARBOR family and friends.

Speaking of family gatherings, it seems like forever since we last joined our colleagues from across the state in Austin so standing alongside 3,000+ REALTORS advocating on REALTOR® Day at the Capitol for the Purple Solution was a great experience. The Legislature continued to meet in Special Sessions through the year, but we're used to non-stop action protecting property rights and championing homeownership, so we didn't blink…and look at the accomplishments: significant property tax relief secured. Thanks to the Texas REALTORS® Team and all TREPAC Investors who help share our message. We also supported local issues and candidates and won 87% of supported candidates.

We continued to make investments in our Arlington facility and the amazing Arbor Event Center opened in April. Our new enhanced facility allows us to host community and corporate events, birthday parties, weddings, and other activities boosting finances. The conveniently located Ellis Hill office in Waxahachie also offers members a full Board Store and plenty of room for classes and forums.

Our Strategic Plan continues to drive our daily actions and activities and the visit by Bob Harris helped us refocus on placing our plan central in Board discussions and in all Committees and staff duties.

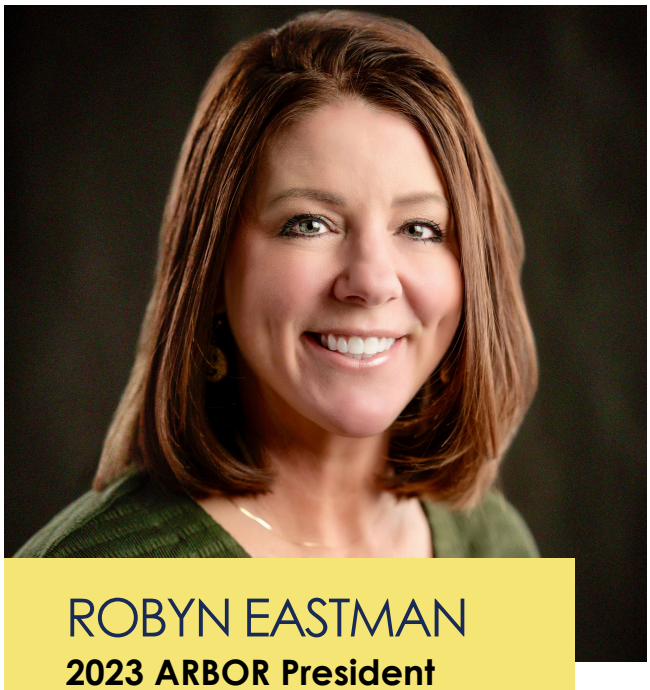
I enjoyed being involved with another great TRLP class, attending the REALTOR® Rally in Washington DC, participating in the NAR Sustainability Advisory Group and Smart Growth Taskforce, attending another great Association Executive Institute, participating in many NTREIS meetings, traveling to Austin, San Antonio and many places across Texas and the country promoting our members, and planning and attending all the events and activities held at ARBOR Arlington and Ellis Hill.

Thanks for the opportunity to continue to be part of the ARBOR family.

Taylor Oldroyd



LETTER FROM THE 2023 PRESIDENT



ROBYN EASTMAN
2023 ARBOR President

Dear Members and Colleagues,

As we look back on the past year, I am filled with a deep sense of pride and achievement as I write this message to you. ARBOR has not only met the challenges of these times but has also set new benchmarks in our commitment to excellence, diversity, and service to our community.

This year, our dedication to Diversity, Equity, and Inclusion (DEI) was recognized by Texas REALTORS®, a testament to our ongoing efforts to create an inclusive environment that welcomes and supports all members. This recognition is not just an award; it's a reminder of our responsibility to continue fostering an association where diversity is valued, and equity is a priority.

The launch of the Arbor Event Center marked a significant milestone in our journey. This beautiful facility has not only served as a hub for our activities but has also become a beacon of community and professional engagement in Arlington. The success of the Arbor Event Center underscores our commitment to providing resources and spaces that empower our members and enhance their professional growth.

Perhaps most importantly, the development and implementation of our newest Strategic Plan have laid a solid foundation for the future. Focusing on agent business success and homeownership rights, the plan outlines our path forward in supporting our members' success and advocating for the right to homeownership. It reflects our understanding that the success of our agents is integral to the well-being of our community and the protection of homeownership rights.

As we move forward, let us carry the momentum of these achievements into the future. Our collective efforts and dedication are what make ARBOR a leader in the real estate community. Together, we will continue to strive for excellence, champion diversity and inclusion, and work tirelessly to support our members and uphold homeownership rights.

Thank you for your continued support and commitment to ARBOR. I know that our success will continue to grow under President Larry Hurley's guidance and reaffirm to the real estate community that ARBOR is still #GreenAndGrowing.

Warm regards,
Robyn Eastman
2023 President, Arlington Board of REALTORS®

THE BOARD OF DIRECTORS



Robyn Eastman President	**Larry Hurley** President-Elect	**Corey Harris** Secretary/Treasurer
Sara Mascarenas Immediate Past President	**Joanne Justice** NAR Director	**Tim Beary** TR Regional VP
Rod Macdonald TR Director	**Dixon Holman** TR Director	**Leanne Nelson** NTREIS Director
Linda Longoria Director	**Niña Henderson** Director	**Jody Kautz** Director
Kim Pratt Director	**Michelle Hill** Director	**Emmanuel Lumanze** Director
Mike Williamson Director	**Eric English** Director	**Kim Jansonius** Director
Jan Peterson Director	**Alberto Vazquez** Director	**Barbara Landers** Director
Nicky Austin Director	**Jarrett Newton** Director	**Terrance Hood-Veal** Director





ASSOCIATION OVERVIEW

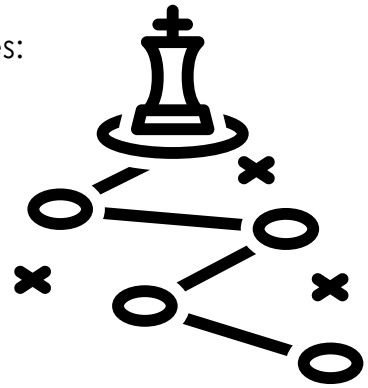
MISSION

To provide members with resources, programs, and services necessary to conduct a professional and successful business; to promote a positive REALTOR® image within the community; and to be the voice of real estate through advocacy of real property rights.

STRATEGIC PRIORITIES

The 2023-2024 strategic plan has five main strategic priorities:

1. Membership Services and Value
2. Advocacy for REALTORS® and Property Owners
3. Education and Professional Development
4. Public and Community Relations
5. ARBOR Organization Strength





MEMBERSHIP

In 2023, ARBOR prioritized enhancing our service levels, putting our members at the forefront of everything we do. This year was marked by significant technological advancements aimed at improving your experience. Notably, the ARBOR REALTOR® store now supports contactless payments and will soon offer online ordering. Additionally, we launched a new member portal, facilitating easy access to NTREIS, TREPAC contributions, and comprehensive ARBOR membership benefits. This portal also streamlined our dues billing process, improving structure and transparency on a quarterly basis.

We're excited to introduce Forewarn as the latest addition to your ARBOR member benefits. This innovative tool enables agents to swiftly gather comprehensive information on clients through just a phone number or name, covering aspects such as identity verification, contact history, financial status, and more. This is a vital step forward in ensuring both your safety and the protection of homeowners.

Our team has grown with the addition of Gloria Hill as a Membership Specialist and Breaunna Friels as Director of the Membership Department. Both bring valuable industry knowledge and are dedicated to providing innovative solutions.

We are eager to continue supporting you in 2024 and beyond.

TREASURER'S REPORT



Balance Sheet Summary:

- Assets: Our primary asset is cash, including operating cash and investments, totaling $1,718,755.89. This robust cash position enables ARBOR to efficiently manage operational needs and invest in initiatives that support our members.

Profit & Loss Summary:

- Revenue: Our main revenue stream for the year comes from Membership Dues & Fees, amounting to $572,298.42. This revenue is crucial in supporting ARBOR's activities, including advocacy, education, and member services.

Financial Health and Outlook:

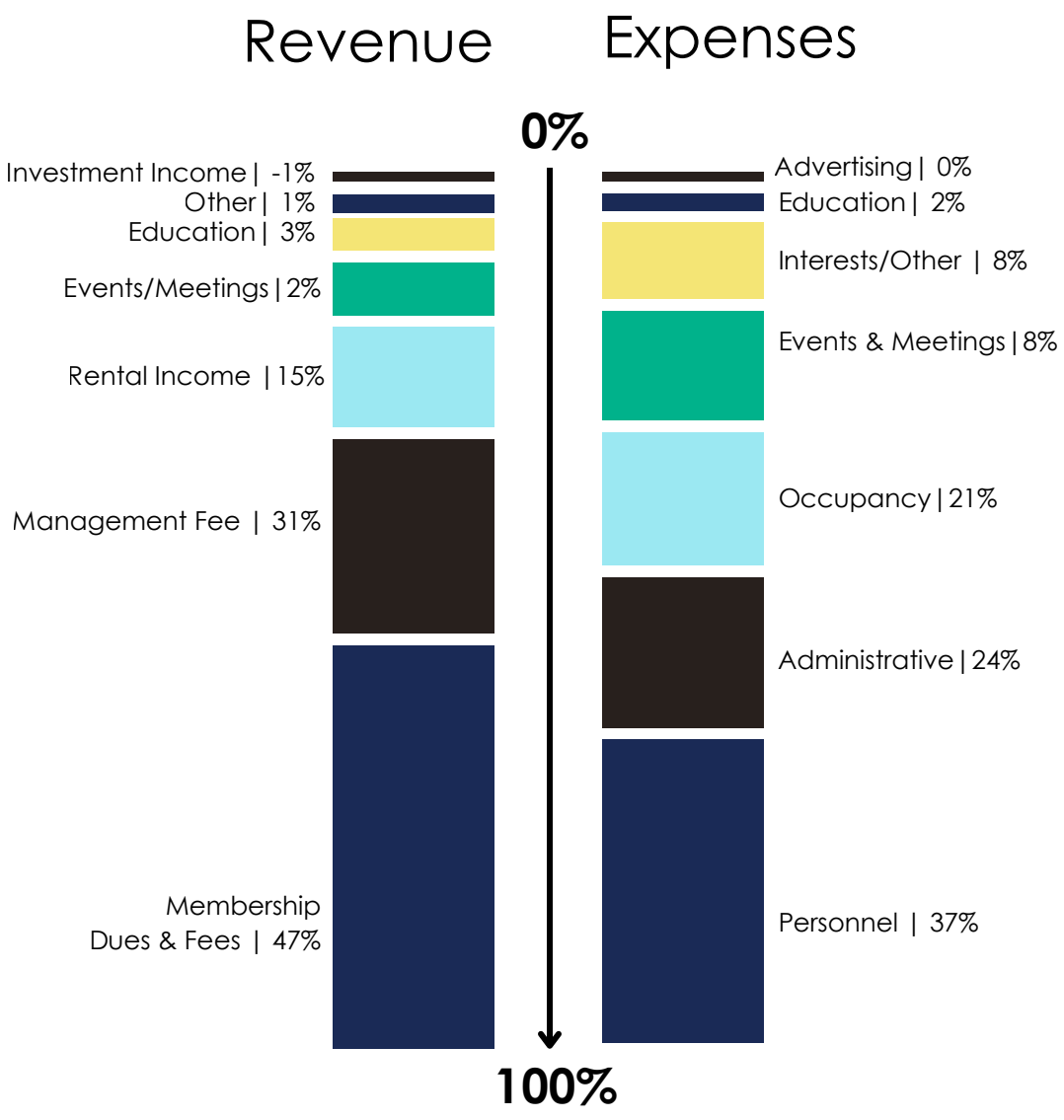
- ARBOR continues to maintain a strong financial position, with significant cash assets to support our operations and strategic initiatives.
- Our revenue streams, primarily from membership dues and fees, reflect the continued engagement and investment of our members in the association.
- Moving forward, we will continue to explore opportunities to enhance member value, invest in technology and resources to support real estate professionals, and advocate for issues critical to our industry and community.

The ARBOR remains financially robust, with a solid foundation to support our mission and objectives in the coming year. We are committed to ensuring financial transparency and accountability to our members, and we look forward to continuing to serve the real estate community with dedication and excellence.





FINANCIAL HIGHLIGHT



ARBOR's Balance Sheet
As of December 31, 2023

Total Assets	**$ 6,410,297**
Total Liabilities	**$ 2,819,881**
Total Equity	**$ 3,590,415**

Total Revenue: **$1,187,173**

Total Expenses: **$1,450,651**

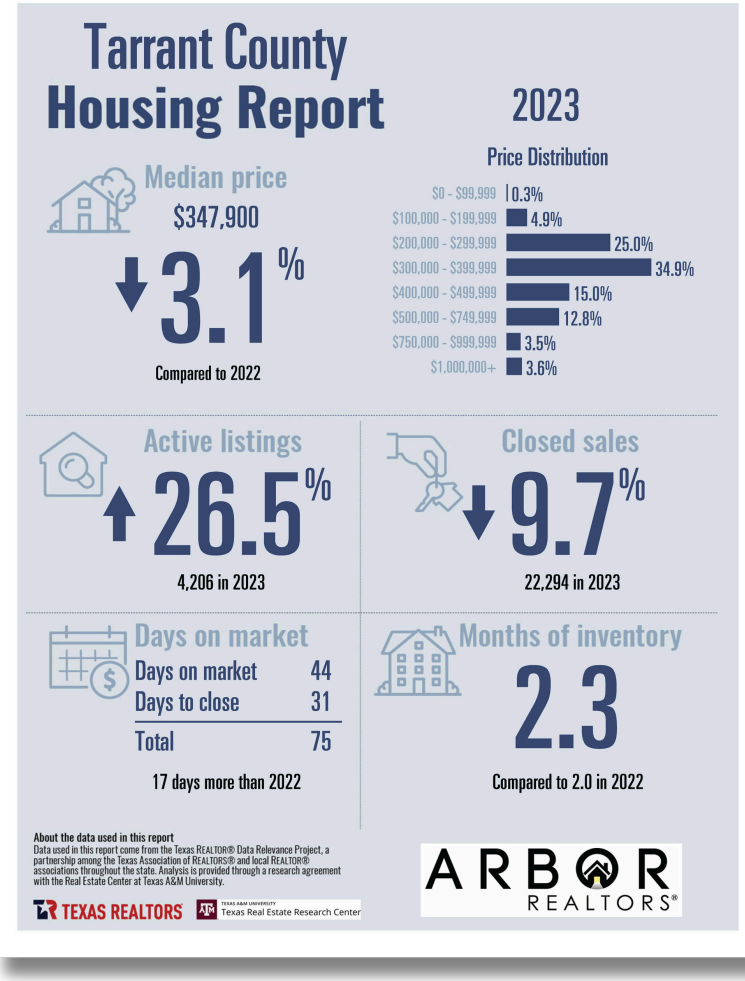
SURPLUS: **$ (263,479)**

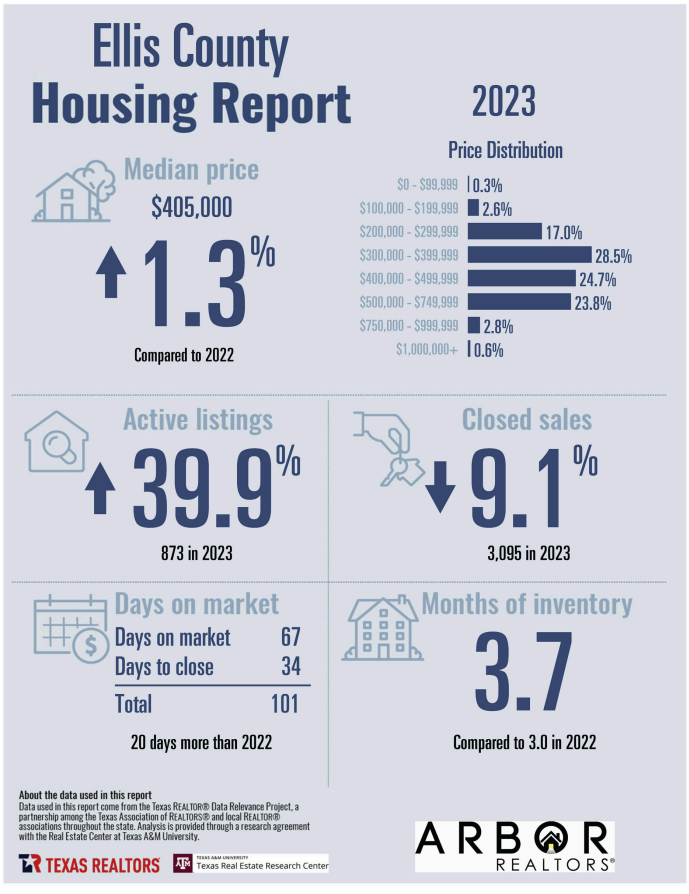
North Texas Real Estate Center
Profits & Loss
December 2023

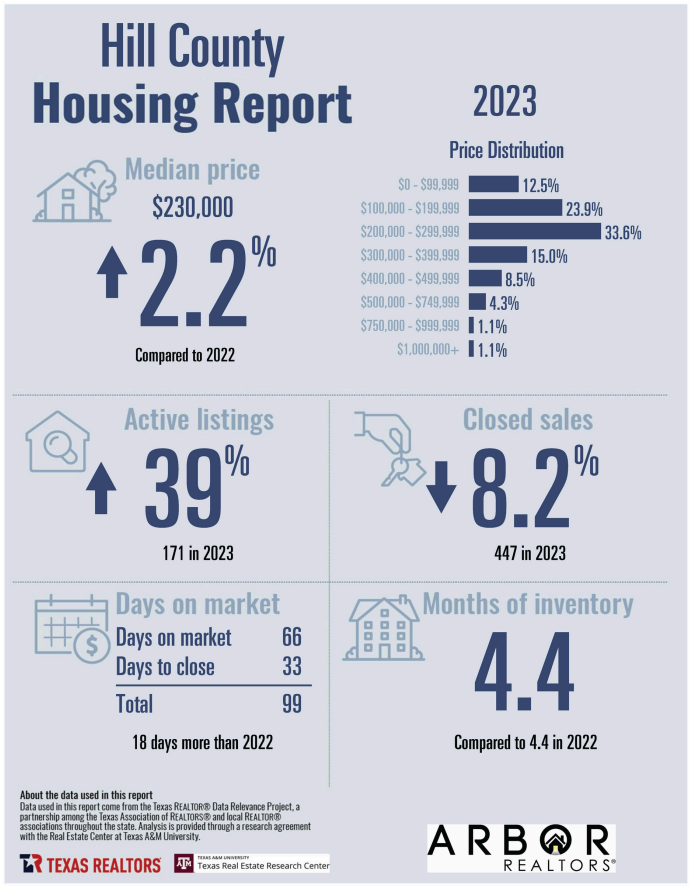
Total Revenue	**$ 2,631,342**
Total Expenses	**$ 2,547,698**
Surplus	**$ 83,644**

MARKET REPORTS

Market reports are available on our website at www.arlingtonrealtor.com.









YOUR ASSOCIATION AT WORK

* DIVERSITY EQUITY AND INCLUSION COMMITTEE (DEI)

Received Texas REALTORS® DEI Recognition: This recognition intends to expand the diversity and inclusivity landscape and develop a strategic roadmap to encourage and recognize local boards striving to foster a more inclusive and fair industry.

ARBOR DEI Champion: Recognized 21 ARBOR members and staff who received DEI Champion recognition at October 2023 Luncheon.

Networking: Connected ARBOR members and Affiliates During Happy Hour August 24, 2023.

Pacesetter: Hosted 1st Annual Pacesetter recognition Awards at ARBOR Event Center.

Community Connections: Held Back To School Supply Drive, in partnership with Community Service Committee, collecting over $300 in school supplies benefiting local elementary school.

* YOUNG PROFESSIONALS NETWORK

Partnership: Partnered with Greater Fort Worth Association of REALTORS®, in support of Tarrant Area Food Bank through Food drive, during year end happy hour event.

COMMUNITY SERVICE COMMITTEE

Celebrate: Coordinated and participated in the annual Arlington Independence Day Parade.

Community: The committee continued to attend Bingo nights at the Mansfield and Arlington assisted living facilities.

Giving Back: The committee led a “pack the pantry” event benefiting Mission Arlington.



Scholarships: 5 Scholarships of $1,000 each

Classes: Offered over 143 courses to our members in person and online.

Committee Work: Panels throughout the year

1. Terry Watson
2. Mortgage Myth Busters
3. Own Your Market

EDUCATION COMMITTEE & PROFESSIONAL DEVELOPMENT





✳ COMMUNICATIONS & PR

Emails: Create subscription-based emails that allow members to opt out of non-critical emails.

Social Media: Increased reach by 19.7% on Facebook. Instagram reach was 1,796.

Public Relations: ARBOR continues to be the voice of real estate in the region, with strong relationships with elected officials and local organizations.



✳ AFFILIATE COMMITTEE

Expo: Held first Spring Affiliate Expo in Ellis Hill office. Held the annual Fall Affiliate Expo in Arlington.

Advertising: The committee streamlined how advertising opportunities are shared to provide ample opportunities for smaller firms to sponsor events.





The 2023 TREPAC Major Investors

Golden R | -$5,000 Investment



Dixon R. Holman
Dream City Realty

Crystal R | -$2,500 Investment



Larry Hurley
Green Oaks Realty



Mike Williamson
TW Realty

Sterling R | -$1,000 Investment



Tim Beary
Beary Nice Homes



Pamela Bookout
Coldwell Banker Realty



Robyn Eastman
Twenty-Two Realty



Melissa Hagood
ARBOR REALTORS®



Daniel Hamilton
Daniel Hamilton, Broker



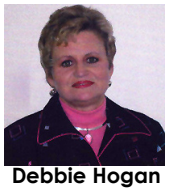
Corey Harris
Dream City Realty



Sundee Hinchliffe
Ebby Halliday, REALTORS®



Jamey Hodge
Guild Mortgage Company



Debbie Hogan
Hogan Park REALTORS®



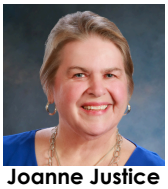
Roy Hogan
Hogan Park REALTORS®



Dixon J. Holman
Honey Bees Roofing & Solar



Todd Jenkins
Jenkins Roofing



Joanne Justice
Coldwell Banker Realty



Jody Kautz
RE/MAX Associates of Arlington



Barbara Landers
Coldwell Banker Realty



Walt Loonam
ARBOR REALTORS®



Rod Macdonald
Better Homes & Gardens, Winans



Sarah Mascarenas
Hightower REALTORS®



Jarrett Newton
Dynamic Real Estate



Taylor Oldroyd
ARBOR REALTORS®



Linda Olson
Better Homes & Gardens, Winans



Sheri Ossorio
RE/MAX Associates of Arlington



Jan Peterson
Kind Realty



Alberto Vazquez
Avazco Realty Group



Teri Woodson
ARBOR REALTORS®

Capital Club | -$500 Investment

Robyn Barrere - Karina Cassell - Dee Davey - Anna Williams

Lonestar Statesman | -$250 Investment

Melissa Ballard - Niña Henderson - Lanae Humbles

Phylis Hunter - Starling Oliver - Kim Pratt - Rachel Simmons

AWARDS WINNERS

- AFFILIATE OF THE YEAR — **Dixon J. Holman**



- ROOKIE OF THE YEAR — **Michael McCoy**



- REALTOR® OF THE YEAR & FLEETWOOD NEWBERRY AWARD — **Dixon R. Holman**



- EDGAR BIRD AWARD — **Barbara Landers**



ARBOR COMMUNITY SERVICE FOUNDATION

Balance: $60,432
Events: CSF held a golf tournament and community garage sale.
Community: The CSF continues to actively take in applications from local city officials and members.



STAFF SPOTLIGHT



TERI WOODSON

Exec. Dir. of Membership Engagement



BREAUNNA FRIELS

Dir. of Membership



GLORIA HILL

Membership Specialist



WALT LOONAM

Dir. Association Management



JORDYN SHORT

Ops Specialist & Arbor Event Center Coordinator



MELISSA HAGOOD

Dir. of Professional Development



JESSICA GAUTHIER

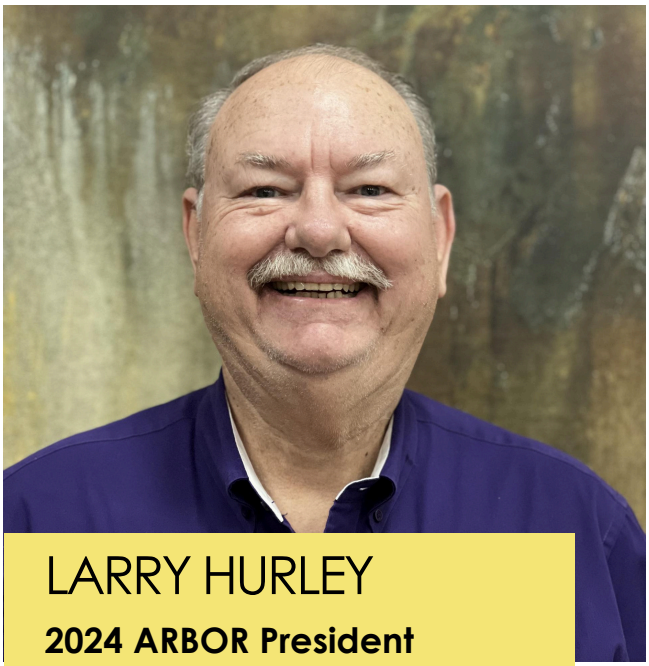
Dir. of Comms & PR



VICKI WILLIAMS

Ellis Hill Manager

2024 PRESIDENT



LARRY HURLEY

2024 ARBOR President

Larry began his career as a REALTOR® in 1972 with the St. Petersburg Board of REALTORS® in Florida, his home state. His diverse real estate background spans several notable roles, leading him to Arlington over three decades ago.

In his journey, Larry served as a Divisional President for ERA Real Estate, overseeing 18 regional directors, 610 offices, and more than 7,000 agents. He also held positions as a foreclosure trustee for the FSLIC and as a Director of Franchising for two public companies.

Since 2006, Larry has managed Green Oaks Realty as the Broker-Owner. He, along with his wife and partner Jane, relishes travel and spending time with their five children and 12 grandchildren.

"I've been fortunate in my Real Estate career, and now it's time to contribute to the industry by serving on the ARBOR Leadership Team."

ARBOR REALTORS®

Celebrating 75 years

Still Green & Growing

CONTACT US



ARBOR REALTORS®

Phone

817-701-2490

Website

www.arlingtonrealtor.com

Address

3916 I-20 W, Suite 160
Arlington, TX 76017

1905 N Highway 77 #230
Waxahachie, TX 75165