

ANNUAL REPORT 2024



Still Green & Growing

ARBOR
REALTORS®

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MEET TEAM ARBOR



Taylor Oldroyd

Chief Executive
Officer



Jessica Gauthier

Director of
Communications
& Public Relations



Teri Woodson

Exec. Director of
Member Services &
Engagement



Gloria Hill

Director of Professional
Development



Melissa Hagood

Director of Membership



Walt Loonam

Director of Association
Management, MLS



Jordyn Short

Membership Specialist, Ellis Hill
& Event Center Coordinator



Paige Lewis

Receptionist



Vicki Williams

Membership
Specialist

REFLECTING ON 2024: A YEAR OF GROWTH AND RESILIENCE AT ARBOR REALTORS®



As we kick off 2025 and reflect on 2024, it's clear that last year tested our resolve and strengthened our purpose. Despite challenges, ARBOR REALTORS® has emerged stronger, with new achievements and a renewed sense of direction that will guide us for years to come.

2024 kicked off with President Larry Hurley launching his highly educational Navigator Academy—a game-changing education series designed to set new agents on the path to success. With expert guidance and practical insights, it was the perfect boost to start the year strong.



Of course, what's a year without a little comedy? Our TREPAC Golf Tournament was rained out not once, not twice, but three times! But when the skies finally cleared, we hosted an unforgettable day of golf, camaraderie, and a great event of support for TREPAC.

In April, ARBOR members gathered for a spectacular Solar Eclipse Party, where we traded real estate stats for solar glasses and marveled at the wonders of the universe.

On Independence Day, where ARBOR's patriotic spirit shone brightly in the Arlington parade, winning the Best Business Float award, but our biggest celebration of the year was ARBOR's 75th Anniversary. We honored this milestone by planting a commemorative tree in Arlington—a symbol of our deep roots and continued growth.



Of course, 2024 wasn't without its share of spirited debates. The proposed unification with the Greater Fort Worth Association of REALTORS® sparked passionate discussions. While the measure ultimately did not pass, it led to an important discovery—a bylaw discrepancy that we're actively working to address. The proposal itself was the result of months of dedicated research by the Unification Task Force and was presented to members with the unanimous support of our Directors.



Our influence within the community also reached new heights. ARBOR members and staff were invited to participate in key city initiatives, such as the Arlington Comprehensive Plan Steering Committee. Special recognition goes to member Niña Henderson and CEO Taylor Oldroyd for their leadership roles.

In addition, both Taylor Oldroyd and Jessica Gauthier, our Director of Communications and PR, were invited to participate in a City Hall focus group on housing needs—a testament to ARBOR's growing reputation as a trusted voice in local housing conversations.

In partnership with the City of Arlington, ARBOR played a pivotal role in planning their Homeownership Fair, which became the city's most attended event to date—a clear indication of our community impact.

Thanks to our successful grant writing efforts, we secured funding for projects and initiatives that would not have been possible otherwise, ensuring that ARBOR remains innovative and forward-thinking.

As we look back on 2024, we acknowledge the trials we faced, but we also celebrate the triumphs they inspired. With strong leadership, engaged members, and a shared commitment to excellence, ARBOR REALTORS® remains steadfast in its mission to serve, advocate, and grow. Here's to a new year filled with even greater success!



LETTER FROM THE CEO

**TAYLOR
OLDROYD**
CEO



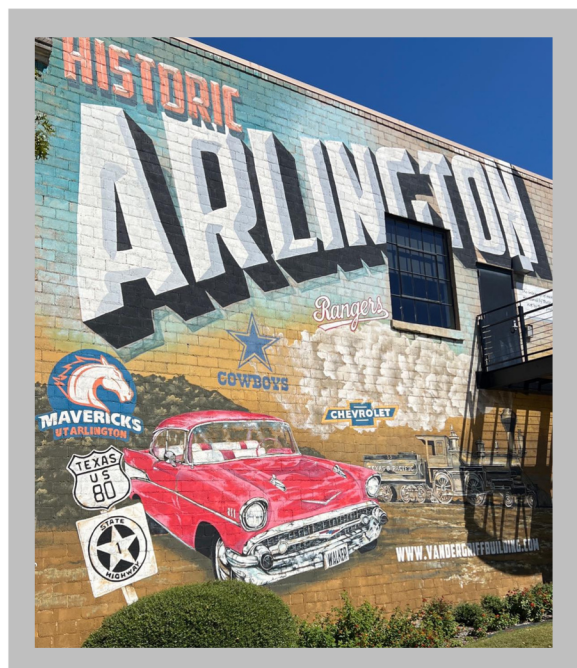
What a year 2024 has been! It will certainly be remembered as a year of both challenges and celebrations. As we navigated these times, we commemorated ARBOR's 75th Anniversary under the theme "Still Green and Growing." This milestone reminded us of our resilience and our commitment to our members and the communities we serve.

The ARBOR Leadership, Officers, and Directors, united with our dedicated Staff, remain focused on providing unparalleled member services for generations to come. Our transparent process for evaluating member tools and services continues to demonstrate its effectiveness. Although the unification proposal did not come to fruition, our legacy of perseverance endures. We are prepared to adapt to industry changes, including those brought about by lawsuits and settlements, without ever straying from our guiding principles.

Our industry faces unprecedented challenges. Legal actions threaten the very foundation of what we stand for: the protection of private property rights and the American Dream of Homeownership—cornerstones of this nation's greatness. The words from the Preamble of the NAR Code of Ethics remain as relevant as ever:

"Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership... Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves."

These words, paired with the Golden Rule—"Do unto others as you would have them do unto you"—highlight our obligations to act with honesty, integrity,





and fairness. At ARBOR, we set the standard for excellence in member services and are proud to serve REALTORS® committed to these ethical principles.

As CEO, I pledge to lead with honesty and integrity. My door is always open, and I encourage collaboration and partnership as we tackle the challenges ahead. If you have not previously been involved at the board, now's the time to do so. **There's a place for you at ARBOR.** I also urge you to take a moment to thank the ARBOR Staff when you visit. Their excellence and tireless efforts this year have been truly outstanding.

I would also like to express my heartfelt gratitude to Larry Hurley, whose steady leadership as President guided us through this unprecedented year. Larry's dedication and countless hours of service have been invaluable. It's often said that the right leader emerges at the right time, and I've never seen this more evident in my 15+ year career. Thank you, Larry, for your extraordinary service.

Finally, congratulations to this year's Annual Award winners and to Corey Harris, our 2025 President. As we look to the future, I am confident that together we will accomplish the "Work Worth Doing."

- Taylor

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.



LETTER FROM IMMEDIATE PAST -PRESIDENT

**LARRY
HURLEY**
Immediate Past-President

As I reflect on my year as ARBOR's 2024 President, I am filled with pride and gratitude for what we have accomplished together. From celebrating 75 years of ARBOR's legacy to advancing advocacy efforts through a strong year for TREPAC, this year has been nothing short of remarkable.

One of our highlights was the opportunity to support new agents, ensuring they have the tools and guidance needed to thrive in their real estate careers. As we celebrated ARBOR's milestone anniversary under the theme *"Still Green and Growing,"* we reaffirmed our commitment to supporting REALTORS® at every stage of their journey.

While the proposed merger with the Greater Fort Worth Association of REALTORS® didn't pass, it was far from a setback. Instead, it provided a unique chance for introspection. Through this process, we gained valuable insights about ARBOR's strengths, values, and areas for growth. These lessons will serve as a foundation for informed and strategic decision-making in the years ahead.

As we look forward, I encourage each of you to stay engaged with ARBOR. Engagement doesn't have to mean joining a committee—though we'd love to have you—but simply attending events, sharing your perspectives,

and connecting with fellow members. Your input helps our Board of Directors make decisions that reflect the needs and aspirations of our entire membership.

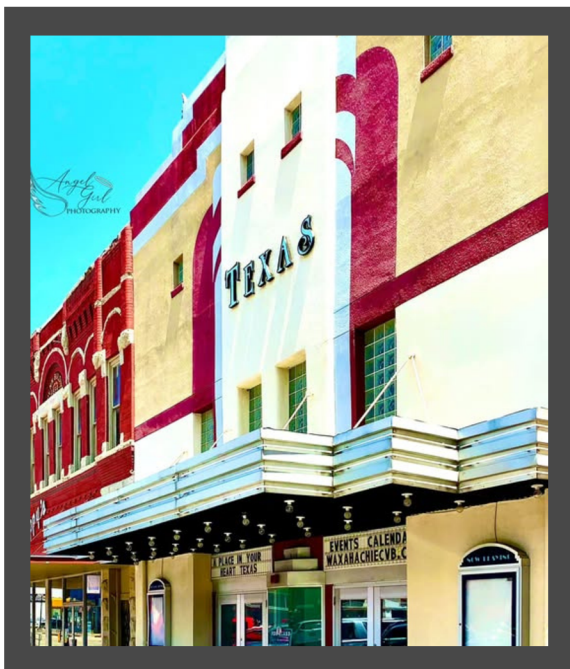
Our future depends on cultivating the next generation of leaders. I encourage all of you, especially those newer to ARBOR, to get involved in any capacity that feels right for you. Together, we can ensure ARBOR remains a leader in real estate advocacy and member support.

Thank you for the opportunity to serve as your President. I look forward to seeing how ARBOR continues to grow and thrive under Corey Harris and our incredible leadership team in 2025.

Warm regards,

Larry Hurley

2024 President, ARBOR REALTORS®



2023-2024 STRATEGIC PRIORITIES

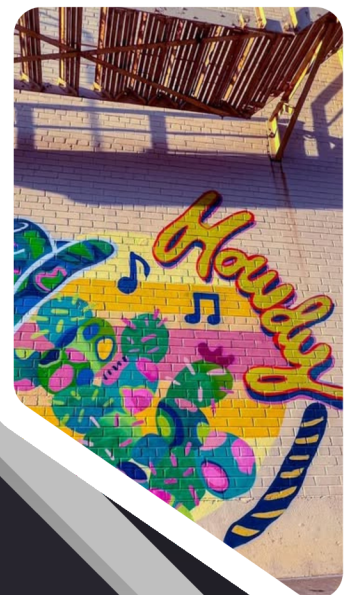


The ARBOR REALTORS® 2023-2024 Strategic Plan marked the completion of a two-year roadmap focused on empowering REALTORS®, advocating for homeownership, and strengthening our community impact. As we reflect on the successes of this plan, we are preparing to develop a new strategic plan with the input and collaboration of key stakeholders to guide ARBOR into the future.

STRATEGIC PRIORITIES SUMMARY

- Membership Services: Enhanced member engagement through new tools, streamlined processes, and broker forums.
- Advocacy: Strengthened relationships with officials, supported TREPAC initiatives, and promoted Calls for Action.
- Education: Delivered diverse training opportunities, improved new member orientation, and emphasized professionalism.
- Community Relations: Hosted homebuyer and Fair Housing events, supported DEI initiatives, and engaged in charitable efforts.
- Organizational Strength: Maintained financial stability, developed leadership, and fostered teamwork and unity.

ARBOR REALTORS® is proud of the progress made under the 2023-2024 plan and looks forward to shaping a bold vision for the future with the help of our stakeholders.





ARBOR BY THE NUMBERS



Membership

3107
AGENTS

273
AFFILIATES



Grants

**\$10K+ Grant
Monies
Awarded**

EVENTS
HOSTED

79

Events



Education

Classes
168
Offered

2,115

Our classes have
engaged 2,115
students.

TREPAC & COMMUNITY ENGAGEMENT



TREPAC 2024: A YEAR OF IMPACT

In 2024, ARBOR REALTORS® exceeded expectations, raising **\$190,401.02**—surpassing both the ARBOR goal and TR quota. Key events like the Golf Tournament, Rangers Game, and auctions united our members in support of TREPAC, strengthening our advocacy efforts and reinforcing our commitment to protecting homeownership rights.

- **Contributions: \$190,401.02**
- **ARBOR Goal: \$98,950**
- **TR Goal: \$117,250**
- Golf Tournament: \$13,125
- Alley Cat Bowling: \$1,700
- Ping Pong Tournament: \$1,165
- Ranger Game: \$3,075
- Online Auction: \$12,880
- Live Auction - Bake Goods: \$3,315.59

COMMUNITY SERVICE FOUNDATION



- **Home Projects:** Worked on three different houses, while further work projects have already been scheduled for 2025.
- **Community Involvement:** Organized several cleanups where ARBOR members joined in making homes and neighborhoods better.
- **Year-End Balance:** Closed the year with a strong financial position, ending with a balance of **\$64,803** (as of Nov. 2024).

The CSF is proud to contribute to our community and looks forward to continuing these impactful initiatives in the coming year.





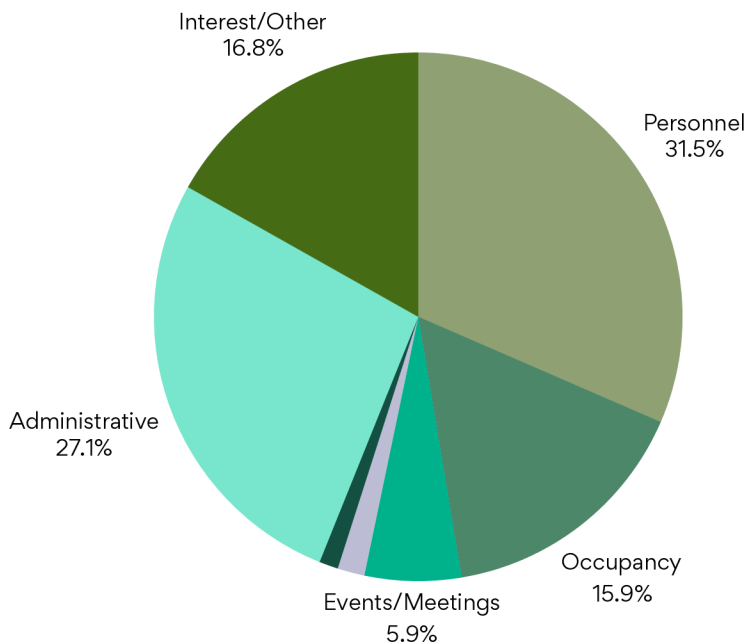
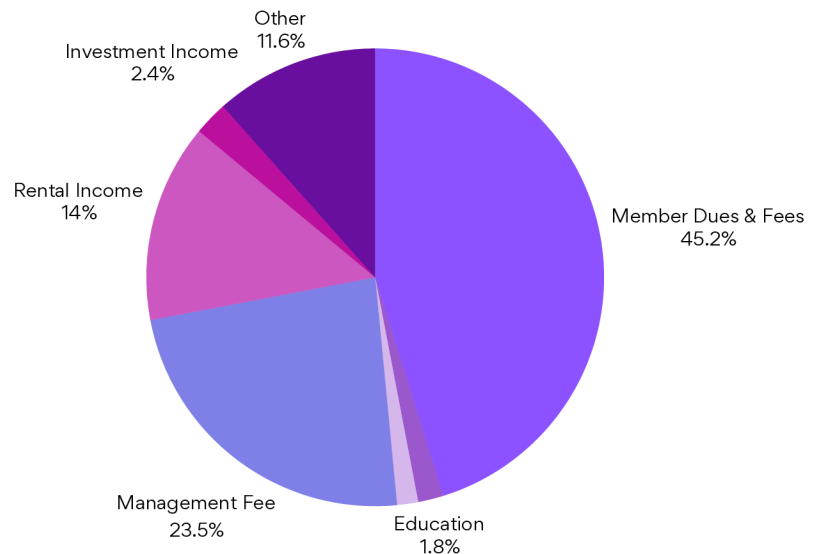
FINANCIAL SUMMARY

ARBOR REALTORS®
PROFITS & LOSS (AS OF NOVEMBER 2024)

ARBOR's finances remain strong, with combined ARBOR and NTREC (MLS) **revenue exceeding \$3.8 million**, with matching expenses.

Each dollar is carefully allocated by the Budget & Finance Committee and reviewed monthly by the Executive Committees and Board of Directors to ensure full accountability. Thanks to our **conservative budgeting approach**, we successfully managed unexpected expenses, including flood repairs and legal challenges.

Revenue	\$
Member Dues & Fees	660,470
Education	25,981
Events/Meetings	21,689
Management Fee	343,750
Rental Income	204,847
Investment income	34,993
Other	169,140
TOTAL REVENUE	1,460,870



Expenses	\$
Personnel	501,823
Occupancy	252,550
Events/Meetings	93,886
Education	26,376
Advertising	18,514
Administrative	431,003
Interest/Other	268,011
Total Expense	1,592,164

FINANCIAL SUMMARY

NORTH TEXAS REAL ESTATE
CENTER

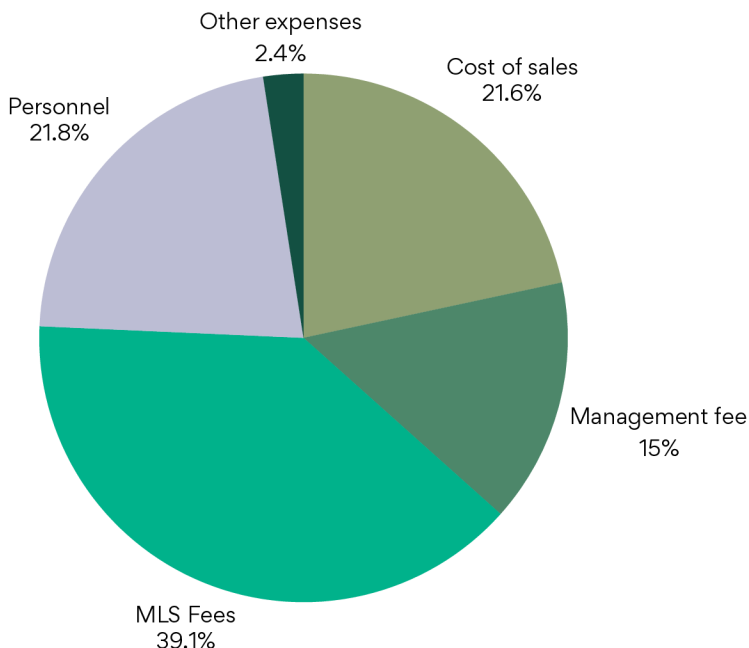
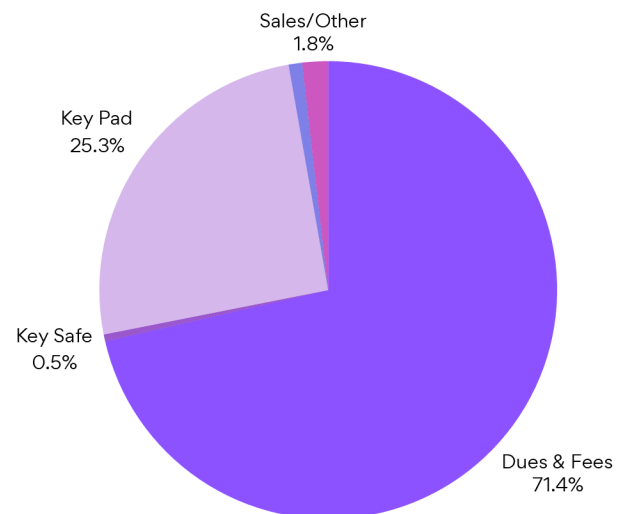
PROFITS & LOSS (AS OF NOVEMBER 2024)



Our commitment to financial transparency is reaffirmed by our annual audit, where we once again received the highest possible rating—an **Unmodified Opinion**.

With the **building fully paid off in 2024**—a significant milestone—we are well-positioned to protect member dues while continuing to invest in tools, education, advocacy, and member services, and to grow our reserves to six months of operating expenses.

Revenue	\$
Dues & Fees	1,706,755
Key Safe	11,758
Key Pad	605,743
Supra Activation	22,689
Sales/Other	43,526
TOTAL REVENUE	2,390,471



Expenses	\$
Cost of sales	496,868
Management fee	343,750
MLS Fees	897,723
Personnel	501,713
Other expenses	56,234
Total Expense	2,296,287

MEMBER AWARDS & RECOGNITION

2024 AWARD WINNERS

Affiliate of the Year: JENA HUNEYCUTT

Rookies of the Year: LAYLA KAWAR

REALTOR® of the Year: MIKE WILLIAMSON

Edgar Bird Meritorious Service Award: TIM BEARY

Fleetwood Newberry Award: TIM BEARY



CONGRATS TO
ARBOR'S



40 UNDER 40
CLASS OF 2024



Corey
Harris



Lauren
Kerschen



Dixon J.
Holman

YPN PACESETTERS 2024

- Shanee Charles
- Corey Harris
- Whitley Stout
- Dixon Holman
- Terrance Hood-Veal
- Lilibeth Olvera
- Michael McCoy
- Conrad Jackson

COMMITTEE WORK



Leasing and Property Management

- * Under Chair Tyler Moody, the committee hosted expert speakers on topics like tenant representation, leasing insights, and online reputation. Key discussions included eviction processes and court procedures, making 2024 an impactful and informative year.

Education Committee

- * The Education Committee had a dynamic year, starting with Dr. Kenyon Godwin's inspiring "Soar in 24" luncheon. Highlights included the February Committee Expo, a September Safety-Self Defense Class led by Craig Hathaway, and awarding five \$1,000 scholarships.



Communications & PR

- * After meeting with the majority of the other committees at ARBOR, the Comms & PR Committee developed an event planning checklist to help ensure that committees are successful in hosting events.

Affiliate Committee

- * The Affiliate Committee hosted two Affiliate Expos in Ellis Hill and Arlington, launched a New Affiliate Orientation that is available quarterly, and has streamlined sponsorship opportunities to make advertising at ARBOR equitable.

Community Service Committee

- * The Community Service Foundation worked hard to support the CSF and community:
 - Attended monthly Bingo at 2 locations
 - Spring Smile Dental Drive
 - Yard clean up in May and October
 - Arlington Homeownership Fair
 - Won an award for Independence Day Parade
 - Raise over \$2,000 in funds for CSF with Trivia Night

Diversity, Equity, and Inclusion

- * The DEI Committee celebrated a year of impactful events fostering diversity, equity, and inclusion, including a Business Expo, a Cinco de Mayo celebration, and a thought-provoking movie screening, *Echos from the Hill*.

COMMITTEE WORK



Young Professionals Network

- * July 25: Hosted a Ping Pong Tournament, raising funds for TREPAC.
- Pacesetter Awards: Organized the second annual recognition event at the ARBOR Event Center.
- November 19: Held a happy hour at Walk-Ons in Arlington, collecting canned food donations for Mission Arlington.



Property Advisory

- * Under Chair Tyler Moody, the committee hosted expert speakers on topics like tenant representation, leasing insights, and online reputation. Key discussions included eviction processes and court procedures, making 2024 an impactful and informative year.



Ellis Hill Community Outreach Task Force

- * The Education Committee had a dynamic year, starting with Dr. Kenyon Godwin's inspiring "Soar in 24" luncheon. Highlights included the February Committee Expo, a September Safety-Self Defense Class led by Craig Hathaway, and awarding five \$1,000 scholarships.



GOVERNMENT AFFAIRS

The GAC had a highly impactful year, supporting key candidates like Sheriff Bill Waybourn and contributing to the success of defeating an incumbent constable seat. Our influence extended to significant local policy updates, including:

- UDC (Unified Development Code) Updates: Successfully advocated for the removal of landscape standards enforcement on private property, protecting property rights.
- Arlington Tree Preservation Ordinance: Provided input to balance conservation efforts with property ownership rights.
- Form-Based Code Pilot Zone: Supported the introduction of this new zoning approach in Downtown Arlington.
- Universal Building Design Standards: Engaged in discussions to shape equitable building standards.



The GAC's work also had statewide and national reach. Chair Dixon Holman was named Chair of Texas REALTORS® Public Policy Oversight Committee, and 2025 GAC Chair Terrance Hood-Veal was appointed to the TR Political Involvement Committee. We hosted and met with Congressmen Ellzey and Williams, advocating in Washington D.C. Additionally, CEO Taylor Oldroyd represented NAR on the Smart Growth Advisory Board and Sustainability Advisory Group.

Looking ahead to 2025, key advocacy priorities include housing during the FIFA Tournament, building design standards, comprehensive planning proposals, the 89th Legislative Session, and preparing for municipal elections. ARBOR remains committed to partnering with elected officials and community leaders to strengthen the voice of real estate and protect private property rights.

MLS UPDATES: A YEAR OF INNOVATION AND TRANSITION

The big news in the MLS world is the retirement of NTREIS CEO John Holley after 20 years of dedicated service. We thank John for his incredible contributions to NTREIS and the industry, and we wish him all the best in this exciting new chapter!

In 2024, ARBOR's MLS Committee and User Group collaborated closely with NTREIS to enhance Matrix 12 and introduce new tools for REALTORS®.

Key 2024 Accomplishments:

- New Realist Dashboard: Added valuable industry insights.
- Restb.ai Integration: Implemented AI-driven photo tagging and descriptions.
- Roster Procedure Updates: Adjusted processes to align with new AMS systems.
- Paragon Connect: Launched an enhanced search interface.
- Clarity Security: Strengthened onboarding and registration with improved security protocols.
- New Compensation Rules: Updated governance documents, data feeds, and system displays in Matrix and Paragon.
- RESO 2.0 Certification: Achieved certification for compliance with the latest data standards.
- Branding Center Launch: Introduced customizable branding for Matrix, OneHome, and MLS Touch.

Looking Ahead to 2025:

Exciting updates and partnerships are on the horizon for the new year:

- New Matrix Add/Edit Features: Scheduled for January.
- Paragon Listing Management: Open testing in January, with a release in early February.
- Data Shares Expansion:
 - FMLS (Atlanta, Georgia): Intra-Matrix listing views (January).
 - Omni MLS (Mexico and Central America): Intra-Matrix listing views (to be scheduled).
 - Houston: Full data share launching in January.
- Clarity SSO Multi-Factor Authentication: Strengthened security features (January/February).
- Listing Data Checker Update: Scheduled for January 14.
- Rental Beast Integration: In development, with an expected release in April.
- Continued Strategic Planning Initiatives: A focus on optimizing MLS services to meet evolving member needs.

These improvements reflect ARBOR's commitment to providing cutting-edge MLS tools and maintaining strong partnerships that empower REALTORS® to succeed.



FUTURE OUTLOOK

Hello ARBOR REALTORS®,

It is truly an honor to serve as your President for 2025. I am grateful for this opportunity to lead an organization that has shaped my life and career in so many meaningful ways. Since earning my real estate license in 2010 and opening Dream City Realty alongside my mom and business partner, I have been continually inspired by the power of collaboration and the spirit of service that defines our membership. Now, I'm eager to give back by championing your success and growth as REALTORS® and leaders in our communities.



My journey began in New Orleans, but Arlington has been home since my family settled here during my teenage years. After graduating from Lamar High School and earning my philosophy degree at UTA, I chose real estate as my career because I believe in the profound impact a home can have on someone's life. And I believe just as strongly in the importance of building a professional home—a place where we can find purpose, connection, and support.

That's why my focus this year is on **engagement and empowerment**. I want to see you not just succeed in your individual careers but thrive as part of this association. Whether you're attending educational classes, joining a committee, or participating in events, ARBOR REALTORS® is at its strongest when we're connected. Through active engagement, we'll foster the next generation of leaders who will carry this profession forward. I encourage you to step up, bring your ideas to the table, and be part of the positive change that shapes our future.

Above all, I want you to reignite your passion—not just for selling homes but for making a difference in people's lives. We are more than REALTORS®; we are trusted advisors, neighbors, and advocates. I hope each of you finds ways to give back to your communities and embrace the rewarding work of service.

My motto for this year, inspired by Theodore Roosevelt, is simple but profound: "Far and away the best prize that life has to offer is the chance to work hard at work worth doing." **Work worth doing.** What we do matters. Our work helps families find their dream homes, strengthens neighborhoods, and creates lasting legacies.

This work is worth doing—and doing together.

Thank you for trusting me to lead this incredible organization. I'm looking forward to a year of meaningful progress, deepened connections, and shared success. Together, let's make this a year to remember!

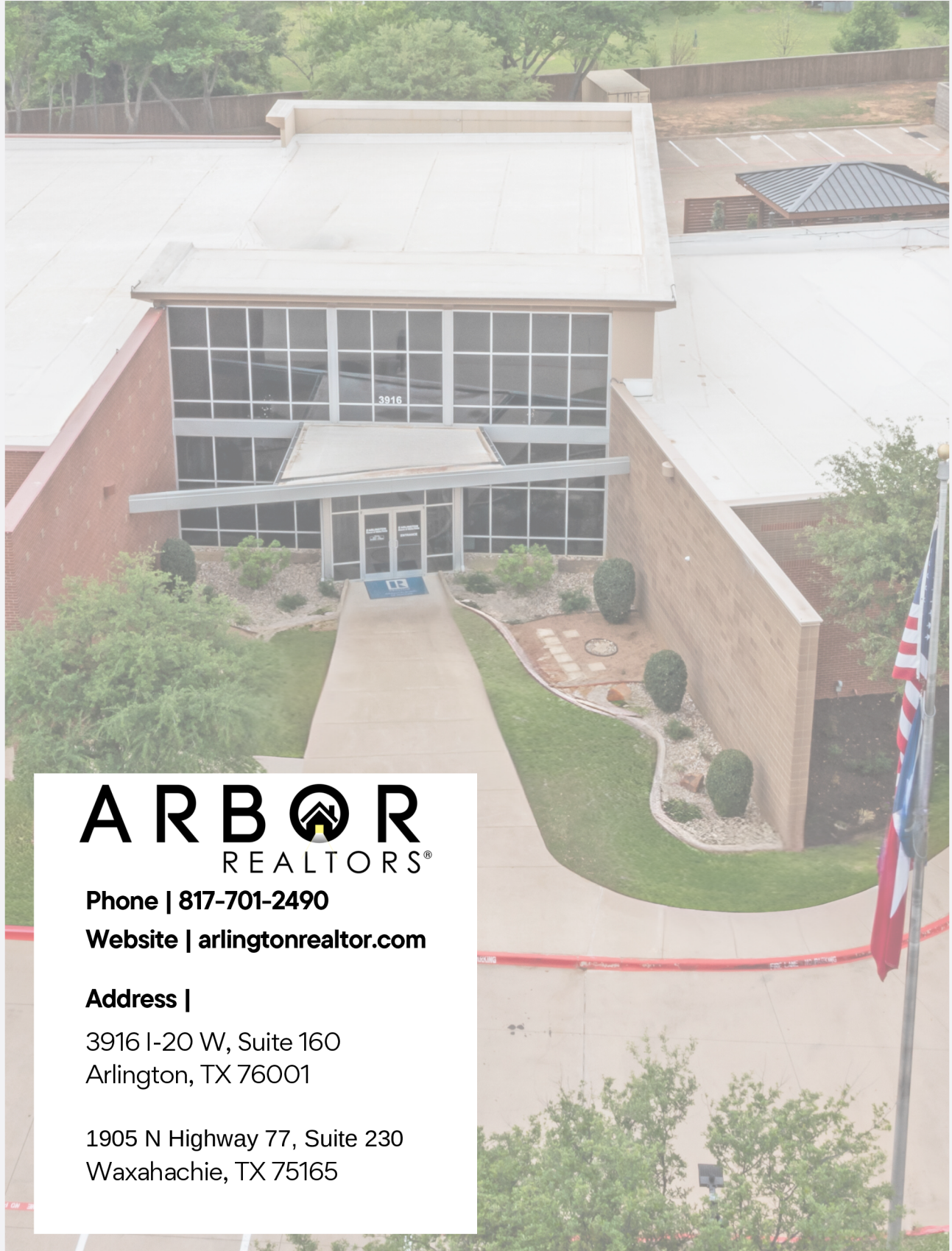


Warmly,

Corey Harris

2025 President, ARBOR REALTORS®

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