



ARLINGTON BOARD OF REALTORS®
ELLIS HILL CHAPTER OF REALTORS®

ANNUAL REPORT



2020

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About ARBOR

It was back in the Fall of 1948 that a few interested real estate brokers in Arlington, recognized the need to develop professionalism in their industry. The group began work that culminated in the organization of the Arlington Board of REALTORS®. On January 20, 1949, the big event took place at the Branding Iron Cafe on East Division, the first Officers were installed. Edgar Bird, President; D. M. Ramsey,



Vice President; and Betty Nelson, Secretary-Treasurer. The other charter members were Helen C. Wessler, R.J. Murray and Joe Elder.

Although few in number, this group was intrepid. They met every Friday at noon for lunch. Whatever they lacked, it wasn't "togetherness" or "consistency!" An occasional meeting was programmed with a speaker, and prospective members and interested business people were invited.

More than 70 years later, ARBOR has more than 3,000 members and covers SE Tarrant County, Ellis County and Hill County. In February of 2007, ARBOR moved in to their new facilities of more than 10,000 sq ft, after purchasing the land and going through the construction process. The new building offers rental facilities, lease-space for businesses and comfortable event and classroom settings.

Our 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.



2020 Leadership

Board of Directors

Chairman

Dixon Holman
Front Real Estate

Chairman - Elect.

Walt Loonam
RE/MAX Elite

Secretary/Treasurer

Sarah Mascarenas
RE/MAX Elite

Past Chairman

Barbara Landers
Coldwell Banker

NAR Director

Martha Dent
RE/MAX

NAR Director

Joanne Justice
Coldwell Banker

TR Director

Tim Beary
Keller Williams Arlington

TR Director

Pam Bookout
Coldwell Banker

TR Director

Alberto Vazquez
Avazco Realty Group

TR Regional VP

Mike Hale
Mike Hale Realty

Ellis Hill Rep

Teresa McNiel
Coldwell Banker

NTREIS Director

Ingrid Sullivan
Keller Williams Arlington

Director

Christopher Beary
Keller Williams Arlington

Director

William Cady
WCLS, LLC

Director

Sundee Hinchliffe
Ebby Halliday

Director

Larry Hurley
Green Oaks Realty

Director

Lilibeth Olvera
WNC Residential LLC

Director

Amy Cearnal
Front Real Estate

Director

Lara Jobe
RE/MAX Associates of
Arlington

Director

Jody Kautz
RE/MAX Associates of
Arlington

Director

Rod Macdonald
Better Homes and
Gardens

Director

Carolyn McNabb
DFW Properties.Net

Director

Robyn Eastman
Twenty-Two Realty

Director

Shannon Ferry-Moser
Sterling Real Estate, Inc

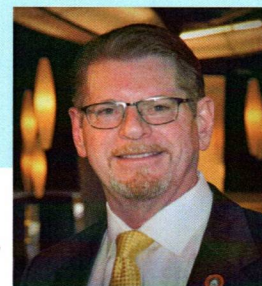
Director

Suzanne McCabe
Ebby Halliday

Director

Doris Washington
RE/MAX Elite

Chair Message



When I started my journey in ARBOR leadership a few years ago, I had no idea that my year as Chair, 2020, would turn out as it did. 2020 has certainly changed the lens of how we view and approach the world. But if 2020 taught us anything, it taught us the true power of working together. Because when we work together, we can accomplish anything.

We knew that 2020 would present changes with after a long and stellar career, Larry Johnson retired and we welcomed our new CEO, Taylor Oldroyd, who brings his talent, experience and management expertise. But the level and speed of change surprised everyone. Change is healthy, but as the pressures from COVID-19 persisted, we had to dig deep.

While our world around us evolved, our commitment to our mission to serve our members did not waiver. We have faced the changes and challenges of 2020 and demonstrated that we can do anything working together.

The challenges of 2020 hit home as ARBOR governance and committees adjusted quickly to the new virtual world in remarkable ways. This year, despite not gathering in person or enjoying the ability to celebrate together as we have done traditionally, committees demonstrated resilience and a level of volunteer leadership that is truly motivational and inspiring. A new tradition and standard of service has been set.

For example, the Community Service Committee hosted a Telethon that raised thousands of dollars, and the TREPAC efforts met goal, demonstrating that our commitment to advocacy is relevant every year. And our advocacy efforts paid off as real estate was deemed an essential business and the housing market, once again, is leading our economic recovery.

In addition, we have forged ahead during these unforeseen challenges as ARBOR continued to serve and find solutions to challenges, whether they were regulatory, market fluctuations, or adjustments to personal or business health and safety protocols.

We renewed our commitment to treating all with respect. I applaud the efforts of our Diversity Advisory Group and look forward to the creation of our Diversity, Equality, and Inclusion (DEI) Committee in 2021.

As unique as 2020 was, this Annual Report is equally unique, and more transparent, which will continue to be one of my goals moving forward. I trust you will appreciate learning more about how ARBOR is here to serve our members and the communities where we live. It is essential that we continue to fight for property rights and help maintain our region as a great place to live, work and play.

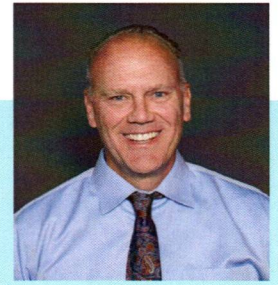
While I cannot see the future, one thing I know, we are looking backward but moving forward together towards a bright future—one that we determine through hard work and staying united to what makes us ARBOR: teamwork and an unflinching commitment to you, our members.

That is why I am excited for our new Strategic Plan called the 2021TEAM, which focuses on you and our commitment to serving you in even more relevant ways. Review 2021TEAM later in this Report and on our website.

Even while facing the challenges of 2020, and perhaps because of them, we are prepared to forge ahead with courageous optimism and determination to face 2021 with purpose. How do I know that? Because I know that together there is nothing that we cannot do. Let's do this.

Warm regards,
Dixon Holman

President/CEO Message



Dear ARBOR Board of Director and Members,

It has been my distinct honor these past months to work side by side with so many of our amazing volunteers and dedicated staff. Despite all the change and the continued need for social distancing, in many ways, I feel we are closer together as we navigate through these challenging times together. I know that together we are stronger and can accomplish so much.

I welcome the opportunity to reflect on 2020, its challenges and opportunities. This report is a snapshot of all that was accomplished. Congrats and a hearty thank you, one and all, for your participation in making 2020 a year for the history books.

And while it is appropriate to reflect, identify, and even celebrate all the good that we have accomplished, especially considering these unique and challenging times, I feel we are just getting started.

My commitment to you is to move ARBOR forward in a strategic, transparent, and collaborative way. We are in this together...and together our future is bright. Perhaps that is why I'm so excited about the 2021TEAM Strategic Plan. I can't wait to work together as 1 TEAM to deliver the quality of service that ARBOR members expect.

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

Taylor Oldroyd

ARBOR Staff 2021

Taylor Oldroyd
President/CEO

Teri Woodson
Operations Manager

Art Garcia
Communications & Events Director

Melissa Hagood
Membership Director

Lindsey West
Membership Specialist

Princess Moore
Membership Specialist

Walt Loonam
MLS/IT Director

Vicki Williams
Professional Development Director

Diana Lozano
Ellis Hill Chapter Administrator

Kelly Tennyson
Project Coordinator

CONTACT

Arlington Office

3916 I-20 W, Ste. 160, Arlington, TX 76017
(817) 701-2490

Ellis Hill Office

1037 W. Hwy 287 Bypass, Ste A, Waxahachie, TX 75165
(972) 938-9481 (Contact Diana Lozano)

membership@arlingtonrealtor.com

www.arlingtonrealtor.com

Award Winners

2020



This Award recognizes a REALTOR® who has achieved long and continuous membership in the Arlington Board of REALTORS®. One who showed dedication to goals and ideals of the REALTOR®. As an additional criterion, service on a standing committee, or as a Board Officer or Director for 10 years.

Judy Hearn

Coldwell Banker Residential Brokerage

Edgar Bird Award

This award is presented to an Arlington REALTOR® for exemplary efforts in improving and supporting the REALTOR® organization, the real estate profession and their community.



Lara Jobe

RE/MAX Associates of Arlington

REALTOR® of the Year



Tiffany Ross

SiteGuard Inspection Services

Affiliate of the Year

This award is designed to recognize one of our affiliate members for their leadership, support and contributions to the betterment of the Arlington Board of REALTORS®.

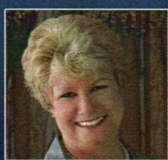
TREPAC Recognition



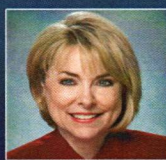
ARLINGTON BOARD OF REALTORS®
ELLIS HILL CHAPTER OF REALTORS®

We are REALTORS®. Home ownership matters to us. We are passionate about protecting private property rights and are involved in local policy and land use planning issues. We defend homeownership and property rights by working to educate elected officials and government regulators about housing issues. We support the unrestricted right to achieve the American Dream of homeownership. We support the right to freely transfer property and oppose undue burdens, taxes, fees, and regulations that raise the cost of owning a home. We're also passionate about the Arlington Board of REALTORS®. Let us know how we can help you and together we can ensure our region is the best place to live, work, and play. Learn more at www.ArlingtonRealtor.com.

HALL of FAME/GOLDEN Rs



Dee Davey
Davey Goosmann Realty

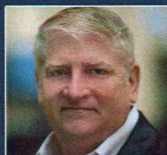


Martha Dent
RE/MAX Associates

STERLING Rs



Pamela Bookout
Coldwell Banker Realty



Christopher Craig
Heart Meets Home REALTOR



Shannon Ferry-Moser
Sterling Real Estate



Mike Hale
Mike Hale Realty Company



Daniel Hamilton
Alliant National Title Insurance



Sundee Hinchliffe
Ebby Halliday



Dixon Holman
Front Real Estate Co.



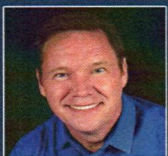
Lara Jobe
RE/MAX Associates



Joanne Justice
Coldwell Banker Realty



Jody Kautz
RE/MAX Associates of Arlington & Mansfield



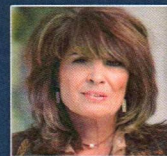
Walt Loonam
RE/MAX Elite



Rod McDonald
Better Homes and Gardens Real Estate



Sarah Mascarenas
RE/MAX Elite



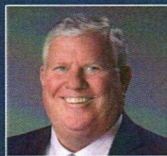
Carolyn A. McNabb
DFWProperties.net



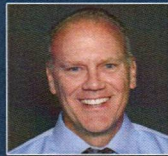
Jo Ann Moore
Ebby Halliday



Terry Bennett
First National Bank Mortgage



Timothy Beary
Keller Williams Realty



Taylor Oldroyd
Arlington Board of REALTORS®



Alberto Vazquez
Avazco Realty Group



Anna Williams
Better Homes and Gardens Real Estate



Mike Williamson
TEAMWILLIAMSON Real Estate Group

CAPITAL CLUB

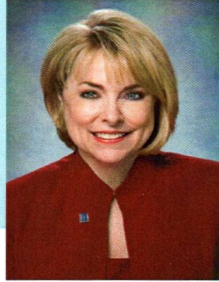
William Cady, Jill Varrichio, Regan Parsons, Elaine Dodson, Sharon Parrish, Andrew Patterson,
David Cook, Brad Bingham, Amy Cearnal, Dan Taaffe, James Miller, Josh Franklin

Committee Appointments

Texas REALTORS®



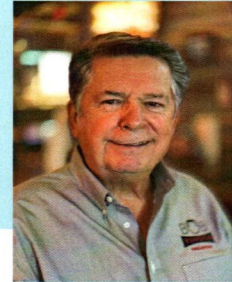
Dixon Holman
Political Involvement
Public Policy Taxation



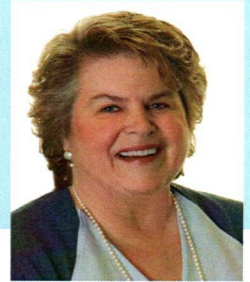
Martha Dent
Issues Mobilization PAC



Alberto Vazquez
Executive Board



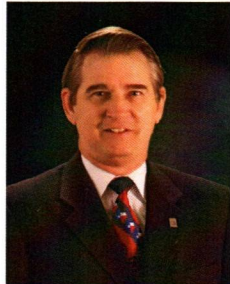
Bob Vinson
Professional Standards



Joanne Justice
Risk Reduction



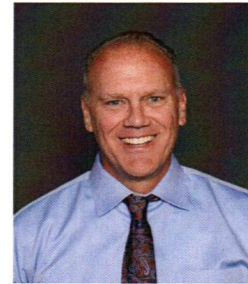
Elaine Dodson
Professional Standards



Larry Johnson
Budget



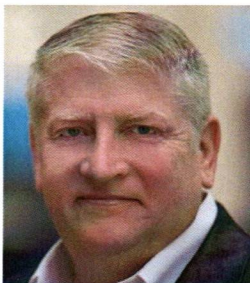
Shannon Ferry-Moser
Leasing & Property Management



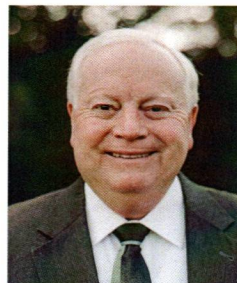
Taylor Oldroyd
Political Involvement
Public Policy Taxation



Claudia Mayberry
Professional Standards



Christopher Craig
MLS & Technology
Professional Standards



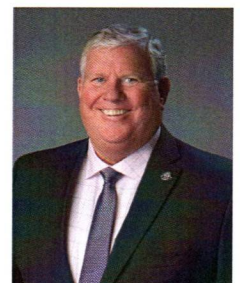
Mike Hale
Member Benefits



Giovanna Phillips
Professional Standards



Anna Williams
Housing Initiatives



Timothy Beary
Nominating
Global
Professional Standards

National Association of REALTORS®



Dixon Holman
Public Policy Coordinating
Board of Directors

Martha Dent
REALTOR® Party Trustees for Campaign Services
Board of Directors

Joanne Justice
Risk Management Issues
Board of Directors

Taylor Oldroyd
Leading Edge Advisory Board

Timothy Beary
Professional Standards

Market Snapshot

Arlington Housing Report

2020



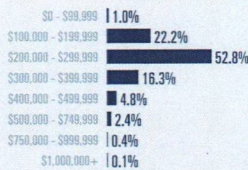
Median price

\$242,000

↑ **6.3%**

Compared to 2019

Price Distribution



Active listings

↓ **25.2%**

506 in 2020



Closed sales

↓ **1.4%**

4,409 in 2020



Days on market

Days on market	31
Days to close	33
Total	64

1 day less than 2019



Months of inventory

0.7

Compared to 1.5 in 2019

About the data used in this report
Data used in this report came from the Texas REALTORS® Data Reference 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® **REAL ESTATE CENTER**



Mansfield Housing Report

2020



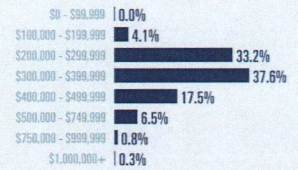
Median price

\$331,993

↑ **11.4%**

Compared to 2019

Price Distribution



Active listings

↓ **36.8%**

151 in 2020



Closed sales

↑ **8.3%**

1,276 in 2020



Days on market

Days on market	37
Days to close	35
Total	72

5 days less than 2019



Months of inventory

0.8

Compared to 2.1 in 2019

About the data used in this report
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TEXAS REALTORS® **REAL ESTATE CENTER**



Ellis County Housing Report

2020



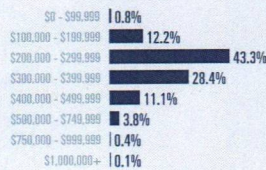
Median price

\$283,000

↑ **6.4%**

Compared to 2019

Price Distribution



Active listings

↓ **24.8%**

539 in 2020



Closed sales

↑ **17.2%**

3,613 in 2020



Days on market

Days on market	50
Days to close	38
Total	88

4 days more than 2019



Months of inventory

1.0

Compared to 2.9 in 2019

About the data used in this report
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TEXAS REALTORS® **REAL ESTATE CENTER**



Hill County Housing Report

2020



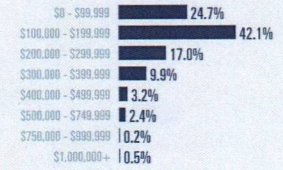
Median price

\$160,250

↑ **10.5%**

Compared to 2019

Price Distribution



Active listings

↓ **19.9%**

109 in 2020



Closed sales

↑ **9%**

413 in 2020



Days on market

Days on market	68
Days to close	42
Total	110

7 days less than 2019



Months of inventory

2.5

Compared to 3.5 in 2019

About the data used in this report
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TEXAS REALTORS® **REAL ESTATE CENTER**



Year in Review

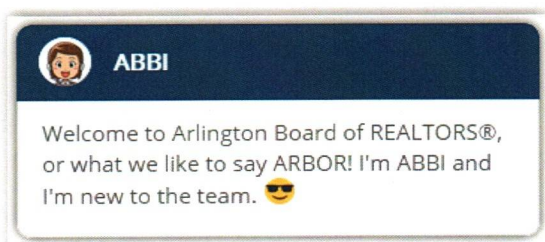
A review of 2020 for some might focus on the disruptive nature of dealing with a pandemic, forcing delays, adjustments and, sadly, many cancellations to nearly every activity, service or event. There is no doubt that 2020 was different and significant adjustments were made. But even this quick review yields an impressive summary of what dedicated volunteer leaders, members, staff and community leaders can accomplish when working together.

MLS & TECHNOLOGY

MLS & NTREIS

The MLS Dept provided 42 MLS-Tech Classes at no charge for members during 2020.

Technology Upgrade: We introduced "ABBI" a chatbot to the website. The chatbot helps visitors navigate to important sections of the website.



TECHNOLOGY OFFICE SUPPORT

COVID-19 was not the only "virus" to hit ARBOR, as we were subjected to a "Ransomware" attack, disabling the server, staff support documents and two workstations. The probable cause for the ransomware attack was discovered and repaired with firewall settings. Additional utilities were added to the server and workstations to monitor for malware and ransomware.

Speaking of added security, three additional security cameras were added to our system on outside of the building, for a total of eight cameras.

Remote working by the staff was implemented a few times during the year. All support was maintained to the members during this period with minimal expenditure for hardware and only a few noticeable disruptions outside of the accommodations made for social distancing and COVID-19 safety precautions.

With the retirement of Tom Hill, Walt Loonam started as MLS/IT Director.

MLS & NTREIS

The Clear Cooperation Policy was added to the rules in May 2020. This policy outlined timeframes for adding listings to the MLS and modified the "Coming Soon" status.

While compliance remains an important element of providing good data, there were minimal fines issued in 2020, as NTREIS advised an "educational period" for warnings until Jan. 2021. An ARBOR MLS fine of \$100 for listing agent entering themselves incorrectly as Buyer Agent when closing listing was implemented and will be enforced in 2021.



NAR MLS Committee approved recommendations for local MLS's to add procedures for monitoring member MLS violations, procedures for warning and fining members and operational procedures for sending violations and reprimands.

NTREIS moved MLS services to the AWS "cloud." Matrix updated to Matrix X version, updated to new flash-free Realist tax.

NTREIS MLS increased to 43,550 Users in 2020, with the addition of Northwest Louisiana Association of REALTORS® 1,200 members joining the family.

ARBOR will work closely with NTREIS to monitor the NAR/DOJ agreement and other pending legal issues.

Year in Review

continued

ADVOCACY

TREPAC nearly met goal as investments totaled \$98,288. Being named an Essential Service by Gov. Abbott and most local authorities was a big win and testament to our Advocacy in action.

The Government Affairs Committee, led by Chair Shannon Ferry-Moser, remained busy throughout 2020. Building relationships and strengthening our voice is our goal and while social distancing presented unique challenges for our normal GAC activities, we adapted and moved forward.

ARBOR Members continue to serve on many Municipal Boards and Committees. 2020 was an election year and the GAC interviewed, endorsed and supported the these candidates in the graphic to the **right**. The candidates listed **below** won their respective races.

Congrats to ARBOR-supported candidates and thanks in advance for your service:

- Tami Tobey for Midlothian ISD Place 6
- Andrea Walton for Midlothian ISD Place 7
- David Hill for Waxahachie City Council Place 1
- Tamera Bounds for Mansfield City Council Place 2
- Darrell Sneed for Mansfield ISD Place 6
- Courtney Wilson for Mansfield ISD Place 7
- John Hunt for Kennedale ISD Place 7
- Helen Moise for Arlington City Council District 1
- Raul Gonzalez for Arlington City Council District 2
- Victoria Farrar Meyers for Arlington City Council District 7

Arlington Board of REALTORS® supports the following candidates for office in the 2020 municipal elections. We encourage you to consider voting for these candidates on **Tuesday, November 3, 2020**. One-stop early voting begins on Tuesday, October 13, and ends on Friday, October 30.

Arlington City Council

Candidate	District
Helen Moise	District 1
Raul Gonzalez	District 2
John Hibbs	District 6
Victoria Farrar-Meyers	District 7

Mansfield

Candidate	Office
Brent Newsom	Mayor
Tamera Bounds	City Council Place 2
Todd Tonore	City Council Place 6
Courtney Lackey Wilson	MISD Place 7

Waxahachie City Council

Candidate	Office
David Hill	Place 1
Patrick Souter	Place 2
Kevin Strength	Place 3

Kennedale ISD

Candidate	Office
Bailey Torcolets	Place 6
John Hunt	Place 7

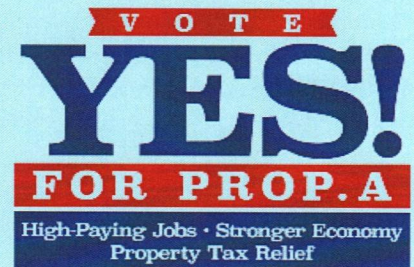
Midlothian ISD

Candidate	Office
Andrea Walton	Place 6

I AM THE REALTOR PARTY AND I VOTE



ARBOR supported the City of Arlington Proposition A (¼ percent sales tax increase for Economic Development) through partnering with the Texas REALTORS® Issue Mobilization Fund.



Year in Review

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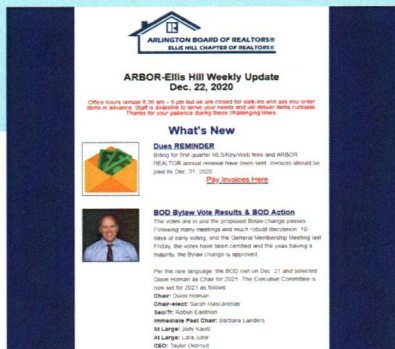
COMMUNICATIONS

The hiring of **Art Garcia** as ARBOR's first Director of Communications & Events in August 2020 led to several sweeping changes in how we communicate to our members and external audiences. Though more improvements are on tap in 2021 as prescribed by the Strategic Plan: 2021TEAM, groundwork was laid in 2020 to take advantage of ARBOR's current communications tools and procedures.

Press releases generated by ARBOR, including release of Third Quarter Housing Stats and hiring of **Walt Loonam** as Director of MLS/IT, were covered by the news media, such as the Fort Worth Business Press and newsbreak.com, and were promoted heavily by the City of Arlington.

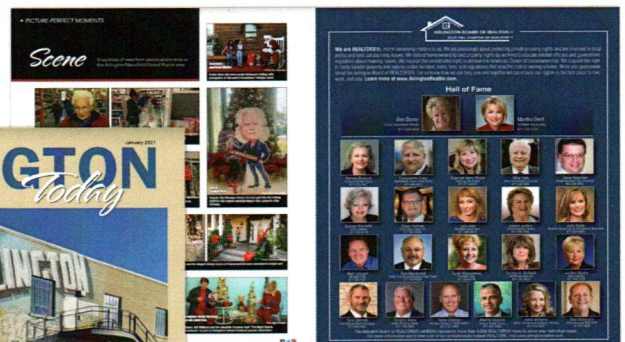
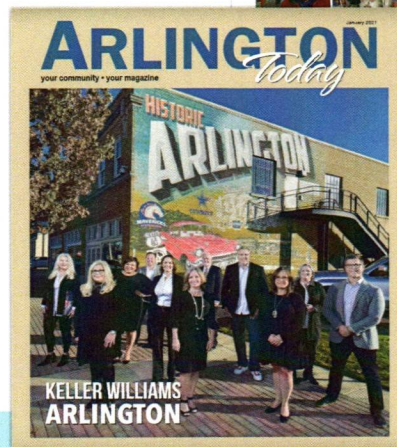
Social Media was also used extensively to promote ARBOR's message and reach. Facebook followers grew to 2,394 in 2020, with 143,990 total impressions on ARBOR's page. Twitter generated 32,456 impressions during the year.

New membership marketing flyer created and mailed to thousands of area REALTORS®. Corresponding Facebook ad campaign reached nearly 1,500 users and generated 117 post clicks.



Weekly Update redesigned to better engage members with improved graphics, links and info. Emailed to more than 5,000 subscribers every Tuesday.

External outreach measures such as placing a TREPAC recognition full-page ad in December for the *Arlington Today* January issue. The magazine reaches more than 65,000 readers in Greater Arlington.

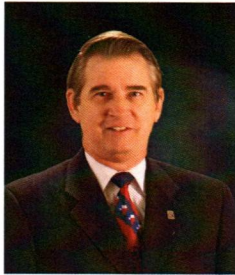


Year in Review

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MEMBERS

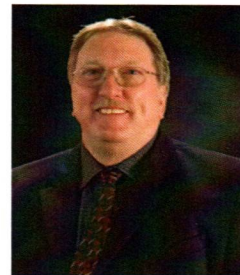
Perhaps the most notable change to Member Services in 2020 was the retirement of several ARBOR employees. Most notably **Larry Johnson**, **Cindy Stevenson** and **Thomas Hill** all said farewell.



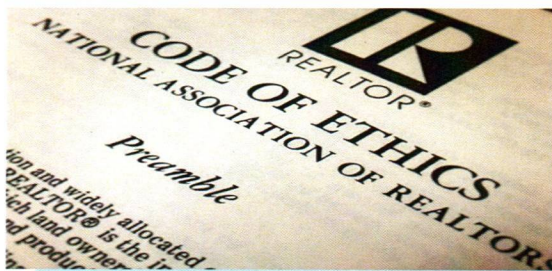
Larry Johnson



Cindy Stevenson



Thomas Hill



One of the ways that Membership evolved this year was the creation of a Virtual New Membership Orientation, including online Code of Ethics and Anti-Trust videos.

EDUCATION

What a year for Education. ARBOR held 216 Education Classes with 1,354 attendees and 52 classes were FREE. The Education Committee also held two Panel Webinars with 150 attendees. In addition, 94 classes were scheduled in Waxahachie.

EDUCATION

FORMAT IN ZOOM LOCATION UP TO YOU!

Provider #001/4520 Texas Association of REALTORS
If Live class will be marked Live at ARBOR

- Wednesday, June 3rd - Defining Your Unique Value Propositions CE Hours 2
#38241 1:00pm - 3:00pm
Instructor: Sharon Jenkins Cost \$25.00
- Thursday, June 4th - Is Relocation Your Niche - CE Hours 3
#38248 9:00am-12:00pm Cost \$35.00
- Friday, June 5th - CMA's for Vacant Land What you Need to Know CE Hours 3
#37410 1:00pm - 4:00pm
Instructor: Candy Cooke Cost \$35.00
- Thursday, June 11th - Resort and Second Home Markets RSPS - CE Hours 8
Zoom or ARBOR
#36575 - 8:30am- 5:00pm
Instructor: Candy Cooke Cost \$110.00
- Friday, June 12th - Broker Responsibility - CE Hours 6
#35367 - 9:00am - 4:00pm
Instructor: Cassandra Davis Cost \$65.00
- Saturday, June 13th - Broker Responsibility - CE Hours 6
#35367 - 9:00am - 4:00pm
Instructor: Stephen Etzel Cost \$75.00
- Tuesday, June 16th - Legal Update I & II CE Hours 4 each 8 for both
#37796 #37797 8:30am - 5:00pm
Instructor: Cindy Baas Cost \$75.00 for all day or \$37.50 for either needed.
Zoom or Live at ARBOR
- Friday, June 19th - 4 Skills You Need to Improve Your Transaction - CE Hours 2
#37377 Instructor: Joy Padilla Cost: \$25.00
- Saturday, June 20th Contracts What You Need to Know
But Were Afraid to Ask- Live at ARBOR - 8 CE Hours
#37309 - 8:30am-5:00pm
Instructor: Stephen Etzel Cost \$85.00
- Wed 24th & Thurs 25th - TRLS - TX Residential Lease Specialist CE Hours 12
#34746, 34744, 32557, 34745 Instructor: Stephen Etzel Cost for all \$180
- Thursday, June 25th Real Estate Safety Matters CE Hours 3
#32557 Instructor: Amber Brown Cost: \$35.00
- Saturday, June 27th - Legal Update I #37796 & II #37797
Live at ARBOR CE Hours 8
Instructor: Stephen Etzel Cost \$85.00

Cut offs for class sign ups are the day before the class by 3pm

any questions - call Vicki @817-701-2490 or email
Vicki@arlingtonrealtor.com or Diana@arlingtonrealtor.com

Stay Safe, Educate!

Treasurer's Report

Breakdown of ARBOR's earnings and expenditures for 2020

The State of ARBOR is STRONG. 2020 was a very strong year for the ARBOR and NTREC bottom lines.

ARBOR and NTREC revenue was up as membership numbers increased to 3,117 in 2020 from 2,893 the previous year. ARBOR dues revenue and MLS subscriptions rose and NTREIS participation expanded.

Expenditures were also down significantly, as numerous planned events and services were curtailed or cancelled altogether. Our reserve account portfolio also significantly rose, rising 33%. The Capital Improvement Committee is revising the Investment Policy to ensure continued protection of these sacred funds and the way they are managed.

BIG PICTURE

ARBOR P&L: Revenue totaled \$1,487,664; Expenses totaled \$1,316,659

ARBOR Balance Sheet totals: \$3,935,327

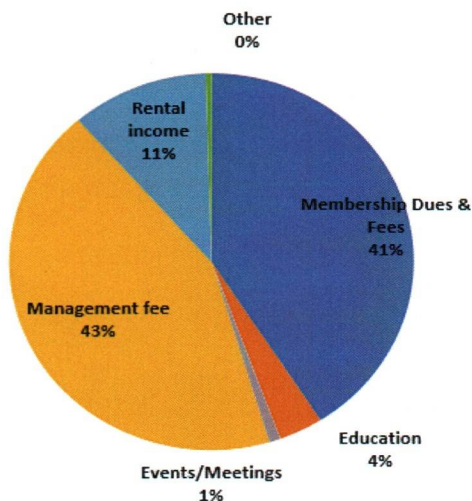
NTREC P&L: Revenue totaled \$1,917,402; Expenses totaled \$1,680,306

NTREC Balance Sheet totals: \$2,270,746

Kudos to everyone involved for years of frugal planning and wise fiscal management.

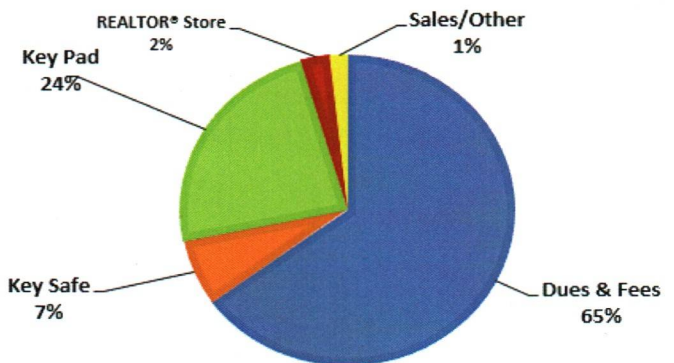
Arlington Board of REALTORS® Profit & Loss

Revenue: \$1,487,664

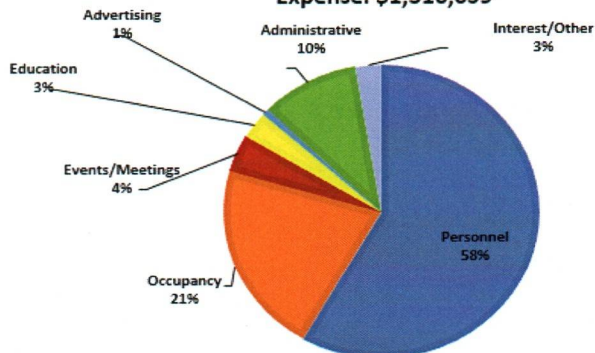


North Texas Real Estate Center Profit & Loss

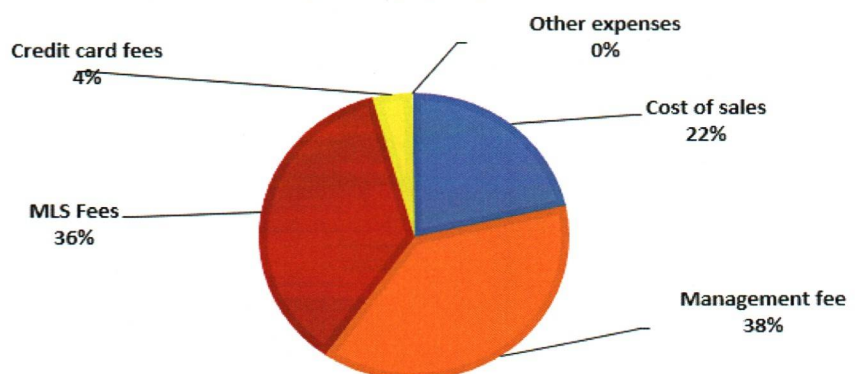
Revenue: \$1,917,402



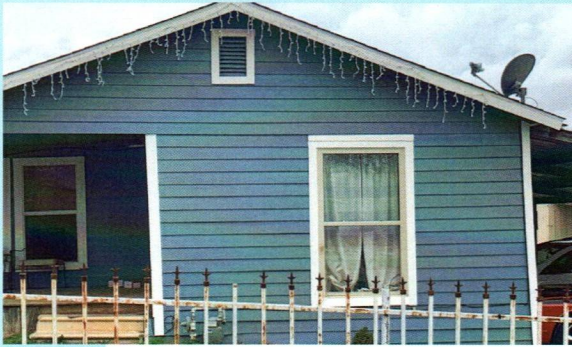
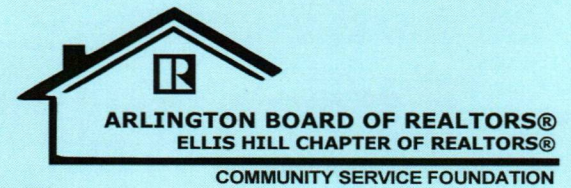
Expense: \$1,316,659



Expense: \$1,680,306



Community Service



COMMUNITY SERVICE FOUNDATION

The ARBOR Community Service Foundation is in its 13th year. Please visit arlingtonrealtor.com for more information, along with photos and details on how you can help us preserve property values and promote homeownership.

Completed three contracted projects in 2020 totaling **\$18,866** in donated services.

COMMUNITY SERVICE COMMITTEE

The "Won't You Be My Neighbor" Telethon grossed **\$23,074** on Oct. 16.

Numerous other usual community activities were cancelled this year out of an abundance of caution for the safety of our members and the community.



2020 Scholarship Recipients

Since 2007, ARBOR is proud to provide financial assistance to five deserving students graduating each year. Our scholarship program is for graduating students from Arlington ISD, Mansfield ISD, Kennedale ISD, Midlothian and Waxahachie ISD high schools, and/or area private school or home school.

Elaina Jolin Spence - Ennis High School

Hannah Kough - Lamar High School

Ofure Okhilu - Arlington Collegiate High School

Logan Mathew Payne - Ennis High School

Valeria Gonzalez - Arlington Collegiate High School

Strategic Plan: 2021TEAM



The Strategic Plan is a guide for **ARBOR** to develop and implement products, and launch programs and services, that enable **ARBOR** to be a comprehensive source of information and a valuable provider of services. The **2021TEAM** plan should directly influence operational decisions, committee alignment and activities, implementation of priority projects and allocation of the association's resources.



ARBOR Strategic Plan: 2021TEAM Tools, Education, Advocacy & Members



Tools: MLS & Technology

Goal: Embrace changing technology for the delivery of information and essential resources for REALTORS® and consumers to enhance MLS relevancy.

Strategies:

- T1: Enhance value and usefulness of MLS services offered by ARBOR.
- T2: Improve technology infrastructure to better serve members and their clients.
- T3: Protect integrity of MLS data through member training, compliance, enforcement and communications.
- T4: Improve user experience through enhanced mobility and clear communications.



Education & Professional Development

Goal: Deliver quality education/professional development programs that enhance the knowledge and professionalism of REALTORS®.

Strategies:

- E1: Provide quality educational opportunities (in-person and virtual).
- E2: Enhance rural and Ellis Hill educational offerings.
- E3: Improve event, class registration and sign-in process.
- E4: Improve online education.



Advocacy

Goal: Increase influence of ARBOR through championing advocacy initiatives; increase TREPAC understanding and fundraising efforts.

Strategies:

- A1: Enhance relationships with elected officials.
- A2: Increase TREPAC understanding and participation.
- A3: Increase influence through building a Stronger Voice.
- A4: Educate and engage consumers through promotion of the value of using ARBOR members and how we advocate for homeowners.



Member Comms & Services

Goal: Enhance the member value proposition by providing consistent and relevant communications, content and member services.

Strategies:

- M1: Draft a comprehensive Communications Plan.
- M2: Improve member communications.
- M3: Enhance New Member Outreach.
- M4: Increase member participation, engagement and unity.



Comms: PR & Consumer Outreach

Goal: Increase visibility in the community by showcasing ARBOR as the credible resource and voice for real estate market knowledge, issues, trends and statistics.

Strategies:

- M5: Increase ARBOR visibility in the community.
- M6: Develop and implement a local/regional public awareness campaign to promote the REALTOR® brand and value proposition.
- M7: Expand messaging opportunities to the public.
- M8: Expand CSF exposure and promotion to members and public.

2021 Calendar



FEBRUARY

16-18: Texas REALTORS® Winter Business Meetings (virtual)
23: Broker Forum (10am, virtual)

MARCH

TBD: TREPAC Major Investor Dinner
9: Chair/VC Training

APRIL

2: Office Closed (Happy Easter)
26: Golf Tournament (Tierra Verde)

MAY

5: Taco 'bout TREPAC Food Truck
10-15: NAR Mid-Year (virtual)
18: Broker Forum (virtual)
31: Office Closed (Memorial Day)

JUNE

National Homeownership Month
4: TREPAC Donut Run
16: Housing Summit

JULY

Officer Nominations Open
2: Office Closed (Happy Birthday America)
3: Parade

AUGUST

TBD: ARBOR Grand Re-Opening
TBD: Homebuyers Fair
19: TREPAC Casino & Auction
23-24: NAR Leadership Summit (Chicago)

SEPTEMBER

National REALTOR® Safety Month
TBD: Education Extravaganza
6: Office Closed (Labor Day)
9-12: Texas REALTORS® Conference

OCTOBER

TBD: Affiliate EXPO
1: CSF Fall Fundraiser
5-8: BOLC
14: ARBOR Luncheon-ANNUAL MEETING

NOVEMBER

10-15: NAR Conference (San Diego)
17: Broker Forum
25-26: Office Closed (Happy Thanksgiving)

DECEMBER

TBD: Board Installation & Awards
23-24: Office Closed (Merry Christmas)
31: Office Closed (Happy New Year)

OTHER MONTHLY DATES

- Board of Directors: 4th Thursday, 9am
- Budget/Finance: 3rd Thu, 9am
- CSF: 3rd Thu, 9:45am
- CSC: 1st Thu, 10am
- Affiliate: 1st Fri, 10am
- MLS: 2nd Wed, 9am
- YPN: 2nd Wed, 11am
- GAC: 3rd Tues, 1pm
- TREPAC: 3rd Tues 2pm

EDUCATION/PROFESSIONAL DEVELOPMENT OPPORTUNITIES HELD EACH MONTH

- CE: Legal I & II (held 2X each month)
- GRI offered every month
- NAR COE provided each month
- Contracts Courses at least 2X each month
- Forms Updates as needed



2021 Leadership

Board of Directors

Chairman

Dixon Holman
Front Real Estate

Chairman - Elect

Sarah Mascarenas
RE/MAX Elite

Secretary/Treasurer

Robyn Eastman
Twenty-Two Realty

Past Chairman

Barbara Landers
Coldwell Banker

NAR Director

Martha Dent
RE/MAX Associates

NAR Director

Joanne Justice
Coldwell Banker

TR Regional VP

Tim Beary
Keller Williams Arlington

TR Director

Mike Hale
Mike Hale Realty

TR Director

Rod Macdonald
Better Homes and Gardens

TR Director

Alberto Vazquez
Avazco Realty Group

Ellis Hill

Teresa McNeil
Coldwell Banker

NTREIS Director

Ingrid Sullivan
Keller Williams Arlington

Director

Chris Craig
Heart Meets Home

Director

Corey Harris
Keller Williams Arlington

Director

Kim Jansonius
Re/Max Arbors

Director

Jan Peterson
Kind Realty

Director

Christopher Beary
Keller Williams Arlington

Director

William Cady
WCLS, LLC

Director

Sundee Hinchliffe
Ebby Halliday

Director

Larry Hurley
Green Oaks Realty

Director

Lilibeth Olvera
WNC Residential LLC

Director

Amy Cearnal
Front Real Estate

Director

Lara Jobe
RE/MAX Associates

Director

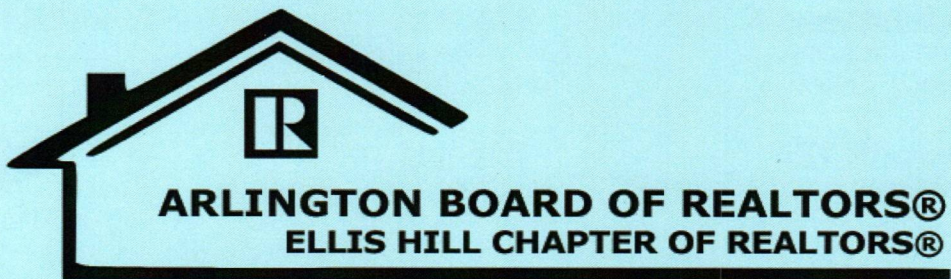
Jody Kautz
RE/MAX Associates

Director

Carolyn McNabb
DFW Properties.Net

Director

Sharon Parrish
RE/MAX Elite



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