Meet Your 2021 Leadership Team!
CEO’S UPDATE

Three years ago, key staff and member leaders met to set strategic goals for the association. These goals laid out the framework that we needed to provide value for our members, enhance the industry, and give back to the community.

The last three years have been quite an adventure, as we’ve seen many challenges, a merger, new partnerships with other associations and organizations, membership growth, and new technologies, all during a dynamic local and global market AND a life changing pandemic. We set out to achieve goals in the following areas:

1. Powerful advocacy, public awareness, and community investment
2. Member development and engagement
3. Be a driving force at Stellar MLS and leverage member data
4. Leadership, and staff focused on being the lead

Achieve them we did! While maintaining what we’ve always done in providing support for our members, quality education, volunteer opportunities, fun events, and more, we also added a lot. Some new additions include an exclusive new major RPAC investor program, multiple inbound and outbound trade missions, a mentor program for state directors, a flexible dues payment option, and we offered our expanded professional development opportunities to other associations and quickly pivoted them to a virtual learning experience during the pandemic.

The next planning meeting will have happened by the time this issue goes to print. I will keep you posted on what we’ll be striving for in 2021 and beyond!


Get on track!
We’ve tagged our classes by specialty (ex: Property Mgmt, Luxury, Brokers, Commercial, etc.) so you can quickly filter classes by the focus of your professional development journey.

Visit our Education & Events Calendar page and use the “Select Category” filter to explore track options.
pinellasrealtor.org/calendar
Your association is steered by an all-REALTOR®-member volunteer team of elected Officers and Directors representing both Pinellas and Central Pasco. They meet on a regular basis and make decisions that help guide the future of PRO/CPRO. If you are interested in serving on the Board of Directors, be sure to look out for the many announcements we send out in the late-summer of each year. Meet your 2021 team!
Joining a council or committee is a great way to build leadership skills, give back, and help others. These leaders volunteer their time to make PRO/CPRO better for all members.

**Meet your 2021 Leadership Team**

<table>
<thead>
<tr>
<th>Committee</th>
<th>Chair</th>
<th>Vice</th>
<th>Staff Liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate Business Partners</td>
<td>Dylan Barrie</td>
<td>Tina Housidan</td>
<td>Kim Simmons</td>
</tr>
<tr>
<td>Citation Committee</td>
<td>Karen Selby</td>
<td>Lisa Lowe</td>
<td>Angela Emerson</td>
</tr>
<tr>
<td>Commercial Committee</td>
<td>Gro Miller</td>
<td>Carlos Fuentes</td>
<td>Angela Emerson</td>
</tr>
<tr>
<td>Diversity, Equity, and Inclusion Committee</td>
<td>Robert Barnes</td>
<td>Xina Rim</td>
<td>Derek van der Kaay</td>
</tr>
<tr>
<td>Grievance Committee</td>
<td>Terry Yoder</td>
<td>Nicole Dufala</td>
<td>Angela Emerson</td>
</tr>
<tr>
<td>Homeownership Solutions Committee</td>
<td>Glendora Merchant</td>
<td></td>
<td>Joe Farrell</td>
</tr>
<tr>
<td>Professional Standards Committee</td>
<td>Amy Seeks</td>
<td>Bob Watts</td>
<td>Angela Emerson</td>
</tr>
<tr>
<td>Public Policy Committee - PRO</td>
<td>Ken Breland</td>
<td>Cody Limberger</td>
<td>Joe Farrell</td>
</tr>
<tr>
<td>Public Policy Committee - CPRO</td>
<td>Lyndie House</td>
<td></td>
<td>Joe Farrell</td>
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<tr>
<td>Leasing &amp; Property Management Committee</td>
<td>Tom Gaspari</td>
<td></td>
<td>Angela Emerson</td>
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<tr>
<td>PRO PAC</td>
<td>Amy Seeks</td>
<td></td>
<td>Joe Farrell</td>
</tr>
<tr>
<td>RPAC Fundraising Committee</td>
<td>Mark Middleton</td>
<td>Linda Wilson</td>
<td>Travis Norton</td>
</tr>
<tr>
<td>Suncoast Global Council</td>
<td>Corina Silva</td>
<td>Ana Smith</td>
<td>Angela Emerson</td>
</tr>
<tr>
<td>Young Professionals Network</td>
<td>John Ricker</td>
<td>Candice Kelly</td>
<td>Travis Norton</td>
</tr>
</tbody>
</table>
### PINELLAS MARKET STATS

#### PINELLAS STATS SUMMARY

**Summary Statistics**

<table>
<thead>
<tr>
<th></th>
<th>Nov 2020</th>
<th>Nov 2019</th>
<th>% change year over year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closed Sales</td>
<td>1855</td>
<td>1588</td>
<td>16.8%</td>
</tr>
<tr>
<td>Paid in Cash</td>
<td>640</td>
<td>606</td>
<td>6.0%</td>
</tr>
<tr>
<td>New Pending Sales</td>
<td>1824</td>
<td>1720</td>
<td>-1.7%</td>
</tr>
<tr>
<td>New Listings</td>
<td>1884</td>
<td>1916</td>
<td>-0.2%</td>
</tr>
<tr>
<td>Pending Inventory</td>
<td>2598</td>
<td>2290</td>
<td>13.4%</td>
</tr>
<tr>
<td>Inventory (Active Listings)</td>
<td>3220</td>
<td>4810</td>
<td>-33.1%</td>
</tr>
</tbody>
</table>

**Combined Single Family Homes & Townhomes/Condos**

- **November 2019**: 1855, 1588, 16.8%
- **February 2014**: 660, 606, 8.9%
- **New Pending Sales**: 1824, 1720, -1.7%
- **New Listings**: 1884, 1916, -0.2%
- **Pending Inventory**: 2598, 2290, 13.4%
- **Inventory (Active Listings)**: 3220, 4810, -33.1%

#### Absorption Rate

Absorption rate estimates the rate at which active listings are selling in a given market. It’s calculated by dividing the number of closed sales by the number of active listings.

A low absorption rate means that homes are selling slowly (suggesting a buyer’s market) while a high absorption rate means that homes are selling quickly (suggesting a seller’s market).

<table>
<thead>
<tr>
<th>Month</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family</td>
<td>31% &amp; 30%</td>
<td>32% &amp; 35%</td>
<td>30% &amp; 45%</td>
<td>48% &amp; 39%</td>
</tr>
<tr>
<td>April</td>
<td>45% &amp; 47%</td>
<td>46% &amp; 45%</td>
<td>45% &amp; 39%</td>
<td>46% &amp; 49%</td>
</tr>
<tr>
<td>May</td>
<td>54% &amp; 46%</td>
<td>54% &amp; 45%</td>
<td>45% &amp; 39%</td>
<td>54% &amp; 40%</td>
</tr>
<tr>
<td>June</td>
<td>54% &amp; 45%</td>
<td>45% &amp; 39%</td>
<td>50% &amp; 97%</td>
<td>54% &amp; 79%</td>
</tr>
<tr>
<td>July</td>
<td>45% &amp; 43%</td>
<td>45% &amp; 39%</td>
<td>50% &amp; 97%</td>
<td>45% &amp; 94%</td>
</tr>
<tr>
<td>August</td>
<td>44% &amp; 45%</td>
<td>45% &amp; 49%</td>
<td>94% &amp; 87%</td>
<td>46% &amp; 94%</td>
</tr>
<tr>
<td>September</td>
<td>33% &amp; 34%</td>
<td>34% &amp; 34%</td>
<td>34% &amp; 34%</td>
<td>34% &amp; 34%</td>
</tr>
<tr>
<td>October</td>
<td>38% &amp; 38%</td>
<td>38% &amp; 38%</td>
<td>44% &amp; 87%</td>
<td>38% &amp; 87%</td>
</tr>
<tr>
<td>November</td>
<td>37% &amp; 31%</td>
<td>31% &amp; 39%</td>
<td>39% &amp; 83%</td>
<td>37% &amp; 52%</td>
</tr>
<tr>
<td>December</td>
<td>44% &amp; 34%</td>
<td>34% &amp; 52%</td>
<td>45% &amp; 94%</td>
<td>34% &amp; 45%</td>
</tr>
</tbody>
</table>

### Need more data?

Visit pinellasrealtor.org/stats for comprehensive monthly year-over-year reports and videos, including foreclosure and short sale figures. You’ll also find DAILY market snapshots of five Tampa Bay area counties!
Glen Richardson
2021 President, PRO/CPRO
Smith & Associates Real Estate

Are you originally from the Tampa Bay area? If not, where are you from and when did you relocate here?
I primarily grew up in Connecticut, but went to high school in North Carolina. Since then I’ve lived and worked on 3 continents. 17 years ago, my wife and I moved to St Petersburg from Boston, MA.

What is your professional background prior to real estate?
I spent 30 years in the technology industry. My area of expertise was networking design, management, and testing. I built and managed a worldwide sales force for a company in Raleigh, NC.

As President of the Board in 2021, what are some things you hope to accomplish?
In 2020, President Cyndee Haydon was very inclusive and we worked together to create a strategy and plan that could continue on. We will carry that mantle forward in education, member benefits, virtual operating capacity, and leadership. Beyond that, there are two areas where I believe PRO/CPRO can benefit both our members and community. And as we say, Be The Leader.

Back in December our Affiliate Business Partners held their Installation of 2021 Directors & Mentors in a small gathering at PRO and honored some very dedicated and enthusiastic members. They are pictured with Affiliate Vice-Chair Tina Housdan.

Expanded homeownership and wealth building opportunities in areas of our community presently underserved, through outreach, education, and partnership. Our Association will continue to be a strong advocate for increased affordable housing throughout Pinellas and Pasco counties and a steward of fair housing practices in our community.

I also believe that it’s really important to the future of our association to get our membership more engaged. There are so many talented young leaders within our ranks and they bring new, fresh ideas and solutions to the table. I am committed to helping them to understand what we do and what they can do to help us be a positive impact on our industry and our community.

What tips would you give a brand new REALTOR® just starting out in real estate?
Remember, our business is not about transactions, it is about relationships. And persevere, it will take a while to succeed. Getting involved with the association is a great way to build friendships and foster opportunities to learn from others.

What is your favorite thing about being a REALTOR®?
People, period. There is no better feeling than to call a client. Friend. And our industry gives us the chance to have friends around the country and the world. What a way to wake up each day.

Thank you!
Sponsors of PRO/CPRO’s Installation of Officers & Directors
November 2020

Statistics Summary

<table>
<thead>
<tr>
<th>Category</th>
<th>September 2019</th>
<th>September 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Price</td>
<td>$236,750</td>
<td>$266,208</td>
</tr>
<tr>
<td>Sales</td>
<td>900</td>
<td>1,072</td>
</tr>
</tbody>
</table>

Absorption Rate

- Single Family Homes:
  - 2017: 29%
  - 2018: 31%
  - 2019: 33%
  - 2020: 33%

- Condos:
  - 2017: 25%
  - 2018: 33%
  - 2019: 33%
  - 2020: 34%

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Stats source: Florida REALTORS®
The following pages contain insightful information from the National Association of REALTORS’® 2020 Profile of Home Buyers and Sellers, a survey of people who purchased or sold from July 2019 to June 2020. The survey measures the demographic characteristics of home buyers and sellers, buyers’ and sellers’ experience in the home transaction process, as well as market characteristics including the use of real estate agents.

Given the extraordinary circumstances brought about by the COVID-19 pandemic, the NAR Research Team also compared the data from those who bought and sold before April 2020 with data from those who bought between April and June to uncover effects of the pandemic on the purchase and sale of homes. The researchers found a number of interesting differences including an increased interest in multigenerational living; growth in certain buying segments, including unmarried buyers, Hispanic/Latino buyers, and Asian/Pacific Islander buyers; and greater likelihood of using a family member or friend as their agent, possibly because of a desire to limit contacts during the pandemic.

The full report can be accessed at NAR.realtor under the Research & Statistics tab.
2020 Profile of Home Buyers & Sellers (cont’d)

Home Buyers

Age of typical buyer: 47

Percent of buyers who interviewed just one agent: 73%

Percent of buyers who used an agent that was referred to them: 44%

Recent buyers:
- Married Couples: 62%
- Single Females: 19%
- Single Males: 9%
- Unmarried Couples: 10%

Median household income of typical buyer: $96,500

FSBO Sellers

FSBO homes sold at a median of $217,900 compared to the median of agent-assisted home sales at $242,300!

Home sales that were FSBO sales: 8%

The amount of FSBO homes sold in less than 2 weeks, often because the seller personally knew the buyer:

Buyers Before & During COVID-19

Time buyers spent searching before working with an agent:
- Pre-pandemic: 3 weeks
- After March: 2 weeks

Percent of buyers after March who ran into the inability to move forward in the buying process due to COVID-19: 1 in 6

Percent of buyers who purchased in a suburban location:
- Pre-pandemic: 50%
- During the pandemic: 57%

Home Buyers

Age of typical buyer:

Percent of buyers who interviewed just one agent: 73%

Percent of buyers who used an agent that was referred to them: 44%

Internet searchers were divided on how they searched for properties - half searched on a computer, half searched on a mobile device

Percent of buyers who they had worked with in the past:
- Single Females: 13%

Median household income of typical buyer: $96,500

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The amount of FSBO homes sold in less than 2 weeks, often because the seller personally knew the buyer:

The top reason sellers sold their home:
- Pre-pandemic: To be closer to friends and family
- After March: Their home was too small

Percent of home sellers after March whose need to sell was “somewhat urgent”, compared to 39% pre-pandemic: 46%

Percent of home sellers after March who used virtual tours, compared to 10% of those pre-pandemic: 27%
Dear Members,

The challenges of 2020 go without saying. Last spring, for the first time in over a decade, our legislature fully funded affordable housing initiatives through the Sadowski Trust Fund only to see the economic reality of COVID-19 ravage the state budget and eliminate that funding. Thankfully, we now have a Governor and Legislature favorable to homeownership affordability. That’s good news moving forward!

At both the federal and state levels, COVID-19 shined a light on how important REALTORS® are to our economy. Your advocacy team at every level of the association lobbied for REALTORS® to be classified as essential so you could continue to operate. That wasn’t easy, but we did it. If there were politicians lacking confidence that REALTORS® could do business responsibly in a pandemic, they don’t anymore thanks to your professionalism and skill. This goes a long way towards building trust with decision makers.

We don’t know too much about 2021 just yet. Opponents to property insurance reform and property rights issues will be prevalent. The state and federal budgets will be very tight making the business tax cut unlikely. As negative as that all sounds, there is good news in that at every level of the association, the advocacy team is ready to fight for your rights as a REALTOR®, and advocate for private property owners. After the events of 2020, we are all ready to succeed! Have a great 2021.

Sincerely,

Joe Farrell
Vice President of Public Affairs
Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization

LEADERSHIP OPPORTUNITY

Apply today!

The District 6 Leadership Institute is designed to help you uncover your most effective leadership style. Learn what it takes to be a leader, motivate others, and move your career forward - attend the 2021 D6 LI!

This program will help you evolve from sole proprietor or manager to leader in your company. It will help you develop a leadership style, then you’ll learn how to use these skills to become a leader at PRO/CPRO and at the state level. This is also the best opportunity for you to build alliances with other focused professionals in our industry. Affiliate Business Partners may apply as well.

Sign up today, grow tomorrow! What’s involved?

A mix of full and half day interactive sessions beginning February 25*, such as:

- Knowing Yourself as a Leader
- How to Have a Great Meeting - Parliamentary Procedures
- Becoming a Leader
- Being the Leader
- At Home With Diversity

These sessions will be followed by a day on Leadership in Action and a graduation ceremony in August at the Florida REALTORS® Convention in Orlando.

Sessions are lead by industry experts and include guest speakers, group discussions, and leadership exercises. You’ll learn how to use your new leadership skills in multiple facets of your life, both personally and professionally.

Visit FRDistrict6.com to view the session schedule and location details, sponsorship information, and apply for the Leadership Institute.

District 6 is one of 13 geographic regions designated by Florida REALTORS®. District 6 includes PRO/CPRO, Florida Gulfcoast Commercial Association of REALTORS®, Greater Tampa REALTORS®, and West Pasco Board of REALTORS®.

*Details are subject to change

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*Details are subject to change
PRO Store items at your convenience!

Now when you order a store item over the phone, a Member Liaison will tell you the number of the locker that your item(s) will be in. Simply use your Supra eKEY to open the locker’s keybox to grab the key and open the locker. You can pick up your purchased items at either PRO or CPRO locations - both offices have lockers!

The best part - you can access your purchased items 24/7/365!

View store items and ordering instructions at: pinellasrealtor.org/pro-store