As we began 2021, our Board of Directors knew this year was going to be different. They recognized the need to be flexible, adaptable, and responsive to the changing landscape of our industry and our community. I am proud to report that the Board and the Staff of PRO/CPRO have done a truly remarkable job responding to the needs of our members. This year’s achievements have improved our community, our service, and demonstrate how our vision of “Be the Leader” defines who we are as an organization.

We continued to support and operate the organization virtually, while improving and expanding the ability to facilitate award-winning education offerings as well as Board and Committee meetings. We also initiated a hybrid model for both in-person and online participation. This expansion provides members the opportunity to engage with and be supported by the association irrespective of the pandemic or the frenzied pace of our real estate markets.

During our recent 3-year strategic planning session, a key objective established was “greater member engagement.” We implemented member feedback and data analysis tools to get a better handle on how we’re serving members. Social media channels were expanded to provide members more access and awareness of our offerings and industry trends. We produced Association Highlights, a monthly newsletter, and Industry Highlights, a monthly online video series designed to keep our members informed of the diversity of our community.

PRO/CPRO made a $10,000 contribution to the “Real Estate Apprentice Foundation,” driven to support underrepresented and underprivileged communities by developing successful real estate careers and creating a more diverse real estate industry. We continue to invest in the local community, supporting the Boys & Girls Clubs, Good Neighbor Awards, the Clearwater Jazz Holiday (coming back in person this year), as well as the St. Anthony’s Triathlon. We’re looking forward to seeing you at this year’s 30th Annual Wine & Food Festival on October 8th, where all proceeds support Johns Hopkins All Children’s Hospital.

While continuing our return to a normal world, we hosted very successful RMAC events. With your voice and your participation, we’ve continued to make great strides at the local, state, and national levels in advocacy for the issues that affect homeownership, property rights, and our industry.

PRO/CPRO has maintained relationships with nine professional partners, signed a Memorandum of Understanding with Mainstreet Organization of REALTORS® in the Chicago area, and our CEO, David Bennett, successfully vied for management of the Virgin Islands Territorial Association of REALTORS®. These partnerships provide our association with a greater understanding of our industry and its trends, while expanding opportunities for all members. Even in the midst of a pandemic, we’ve been able to hold virtual Trade Missions with Canada, Ecuador, Brazil, and Portugal.

We are actively negotiating the renewal of our multiyear Supra agreement, with the aim to keep in place this trusted service provider and reduce the cost of the service.

It’s been an honor to serve you and a truly gratifying experience to work with such a terrific team of people this year. And a special note of thanks to the excellent staff at PRO/CPRO who always put the needs of our members at the forefront of their efforts. As your President, I encourage you to get involved with your association. New leadership and new ideas are moving forward and in touch with what’s most important — our members.

Glen Richardson
2021 PRO/CPRO President
The Board of Directors is made up of member volunteers who give their time to work together for the betterment of the association on behalf of the membership. They are tasked with many decisions to make and challenges to face. They determine the direction of the association through strategic planning, deal with governing policies and budgets, and keep PRO/CPRO moving forward.
REALTORS® PAC investors

The National Association of REALTORS® Political Action Committee (RPAC) is the nation’s largest, most successful, most bipartisan advocacy organizations in the nation. And there’s one reason for that: our members. Your investment in RPAC ensures that the REALTORS® voice is heard in our nation’s capital, state legislatures, and city halls.

RPAC’s Major Investors are an elite and passionate group of REALTORS®, who are recognized in Washington D.C., Tallahassee and at PRO & CPRO, with specific benefits and accolades that acknowledge their support of RPAC.

Contributions are used to help elect candidates from all parties who understand and support our interest in the real estate industry and our homeowners.

Hall of Fame
$25,000+ lifetime contributions

- David Bennett
- Frank Gregoire
- John Harkness

Platinum R
$10,000+

- Frank Gregoire
- Nancy Riley

Double Hall of Fame
$50,000+ lifetime contributions

- Frank Gregoire
- Nancy Riley

President’s Circle
$2,000 contributed directly to select RPAC candidates

- Bush McDougald
- Candice Kelly
- Cyndee Haydon
- David Bennett
- Eric Zinman
- Frank Gregoire
- Glenn Richardson
- Linda Wilson
- Mark Middleton
- Nancy Riley

Golden R
$5,000+

- Alice Jones
- Cyndee Haydon
- David Bennett
- Frank Gregoire
- Homeowners Financial Group
- PROBIZ Affiliates Business Partners

Crystal R
$2,500+

- Amy Seeks
- Darlene Silvers
- Linda Goldfarb
- Linda Williams
- Mark Middleton
- Mike Wyckoff

Sterling R
$1,000 annually

- Aden Jones
- Angela Emerson
- April Grace/Garrison
- Bob McDugald
- Brandi Garbade
- Candice Kelly
- Christine Knighton
- Glen Richardson
- Joe Farrell
- Ken Bristow

YPN Pledge
$10,000+ over 10 years

- Brandi Goldfarb
- Cody Lienberger
- Paula Keenan
- Stephanie Lee
- Tony Shelly
- Tara Urich

Members mingle at June’s ‘Red, White & Blues’ wine tasting and auction event.

These are Major Investors as of press time.
REALTORS® are good neighbors. Affiliates are, too! Giving back to the community they live and work in has been a priority for many members, especially during the pandemic when many local charity’s resources and donations shrank or became non-existent. Not only did members cut checks, they cleaned up the environment and donated their time and resources to provide tangible items to local residents in need.

- Food drives benefitting hungry children
- Donation drive to provide lonely seniors with holiday gifts
- Donation drive to provide diapers and wipes to needy families
- Quarterly road clean ups in both Pinellas and Pasco counties
- Footgolf tournament benefitting local veterans
- Habitat for Humanity builds
- School supply and uniform, and Thanksgiving meal distribution to families within the Pinellas Opportunity Council

...and more!

In 2020 we expanded our member recognition awards and honored the following members:

- Advocacy Champion: Frank Gregoire
- REALTOR® of the Year: Kevin Batdorf
- REALTOR® Achievement: Tom Steck
- 2020 Rookie of the Year: Amber Dunshee
- REALTOR® Resiliency: Douglas Dodd
- Rising Star: Corina Silva
- Homeowner Hero: Kathleen Peters

APPROXIMATE DOLLAR AMOUNT CONTRIBUTED TO COMMUNITY AND CHARITABLE ORGANIZATIONS: $53,000
Joining a council or committee is a great way to build leadership skills, give back, and help others. These leaders volunteered their time this year to make their association better for all members.

**Affiliate Business Partners**
- Chair: Dylan Barrie
- Vice-Chair: Tina Housdan

**Citation Committee**
- Chair: Karen Solby
- Vice-Chair: Lisa Lowe

**Commercial Committee**
- Chair: Gro Miller
- Vice-Chair: Carlos Fuentes

**District 6 Leadership Institute**
- District Vice President: Adam Grenville
  Greater Tampa REALTORS® member

**Diversity, Equity, and Inclusion Committee**
- Chair: Robert Barnes
- Vice-Chair: Xina Rim

**Grievance Committee**
- Chair: Terry Yoder
- Vice-Chair: Nicole Dufala

**Homeownership Solutions Committee**
- Chair: Glendora Merchant

**Leasing & Property Management Council**
- Chair: Tom Gaspari
- Vice-Chair: Kathleen Gaspari

**Ombudsman Program**

This program is made up of members of the Professional Standards Committee who receive additional training on how to facilitate these types of cases.

**Professional Standards Committee**
- Chair: Amy Seeks
- Vice-Chair: Doreen Wagner

**Public Policy Committee – CPRD**
- Chair: Lyndie House

**Public Policy Committee – PRO**
- Chair: Ken Breland
- Vice-Chair: Cody Limberger

**RPAC Fundraising Committee**
- Chair: Mark Middleton
- Vice-Chair: Linda Wilson

**Suncoast Global Council**
- Chair: Corina Silva
- Vice-Chair: Ana Smith

**Women’s Council of REALTORS®**
- Local President: Katherine Sakkis,
  Greater Tampa REALTORS® member
- Local President Elect: Cyndee Haydon

**Young Professionals Network**
- Chair: John Ricker
- Vice-Chair: Candice Kelly

**Pinellas REALTORS® Foundation Trustees**
- Chair: Leon Sarkisian
- Trustee: Victor Adamo
- Trustee: Dylan Barrie
- Trustee: Kevin Batdorf
- Trustee: David B. Bennett
- Trustee: Brandi Gabbard
- Trustee: Cyndee Haydon
- Trustee: Pat Ivers
- Trustee: Carolyn Kling
- Trustee: Phil Rogers
- Trustee: Mindy Rovillo
- Trustee: Heather Smith

**REALTORS® Advocacy and Champion Fund Trustees**
- Chair: Amy Seeks
- Vice-Chair: Victor Adamo
- Trustee: Deb Diesing
- Trustee: Cyndee Haydon
- Trustee: Mindy Wilson

Members also serve as Stellar MLS Directors, as Florida REALTORS® Directors and on FR Committees, and as National Association of REALTORS® Directors and on NAR Committees!

Committees are an essential part of PRO/CPRD. They develop creative ideas to keep our organization strong, while advancing our mission and goals. Appointments are volunteer positions, usually lasting one calendar year.

Interested in joining a committee? Head to PinellasRealtor.org/committees-volunteering to access the application. The application period closes Friday, October 1.
REALTOR® MEMBERSHIP

| Year-End 2018 | | Year-End 2019 | | Year-End 2020 | | Current |
|---------------|---------------|---------------|---------------|---------------|---------------|
| 8,696         | 9,220         | 9,255         | 9,327         |

AFFILIATE MEMBERSHIP

| Year-End 2018 | | Year-End 2019 | | Year-End 2020 | | Current |
|---------------|---------------|---------------|---------------|---------------|---------------|
| 586           | 694           | 564           | 521           |

EKEY USERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>6,979</td>
</tr>
<tr>
<td>2018</td>
<td>7,817</td>
</tr>
<tr>
<td>2019</td>
<td>7,931</td>
</tr>
<tr>
<td>2020</td>
<td>9,623   up 21.3%</td>
</tr>
</tbody>
</table>

LOCKBOXES ASSIGNED TO MEMBERS

<table>
<thead>
<tr>
<th>Year</th>
<th>Lockboxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>21,895</td>
</tr>
<tr>
<td>2018</td>
<td>22,819</td>
</tr>
<tr>
<td>2019</td>
<td>20,844</td>
</tr>
<tr>
<td>2020</td>
<td>24,079 up 15.5%</td>
</tr>
</tbody>
</table>

GENERATIONS BY % OF MEMBERSHIP

- **Silent** (1924 to 1945) 4.2% down 19%
- **Boomer** (1946 to 1964) 38.1% up 6%
- **Gen X** (1965 to 1981) 36.4% up 3%
- **Gen Z** (1982 to 1994) 3.1% up 63%
- **Millennial** (1995 to 2015) 18.2% up 13%

PROFESSIONAL STANDARDS

- **Arbitration Hearings**: 6 (down 100%)
- **Citations**: 2 (down 50%)
- **Ethics Complaints**: 44 (down 6%)
- **Ethics Hearings**: 20 (up 122%)
- **Mediations**: 4 (down 20%)
- **Ombudsman Cases**: 23 (up 50%)
- **Average Talk Time**: 1.33 minutes
- **Average Wait Time**: 16.16 seconds

MEMBERSHIP SUCCESS RATE

Member services preventing members from MLS suspension: 99.82%

MEMBERS WHO HAVE USED OUR NEW ON-SITE LOCKER PICK-UP OPTION:

- 232
## Members Who Hold Designations

- Graduate REALTOR® Institute – 761
- Seller Representative Specialist – 201
- Accredited Buyer Representative – 150
- Seniors Real Estate Specialist – 134
- Certified Residential Specialist – 101
- Certified International Property Specialist – 80
- Certified Commercial Investment Member – 30
- Certified Real Estate Brokerage Manager – 20
- Certified Property Manager – 6
- Performance Management Network – 5
- Accredited Buyer Representative Manager – 3
- Residential Accredited Appraiser – 2
- Counselors of Real Estate – 1

## Members Who Hold Certifications

- Short Sales and Foreclosure Resource – 611
- Pricing Strategies Advisor – 406
- Resort and Second Home Property Specialist – 221
- e-PRO – 219
- Military Relocation Professional – 207
- At Home With Diversity – 133
- Real Estate Negotiation Expert – 125
- Certified Real Estate Team Specialist – 8

## Classes Held:

- 673 (up 63%)

## Partner Associations:

- 16

## Professional Development Awards

- CIPS Course Provider of the Year
- Global Business Council Achievement Program – Platinum
- REBAC Hall of Fame

## Market Stats

### Pinellas

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>% Change 2018 to 2019</th>
<th>2020</th>
<th>% Change 2019 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold Dollar Volume</td>
<td>$6,719,685,876</td>
<td>$7,308,371,178</td>
<td>8.76%</td>
<td>$7,946,433,849</td>
<td>8.73%</td>
</tr>
<tr>
<td>Median Sold Price</td>
<td>$235,000</td>
<td>$237,500</td>
<td>-0.90%</td>
<td>$268,000</td>
<td>12.04%</td>
</tr>
<tr>
<td>Units Sold</td>
<td>23,085</td>
<td>23,214</td>
<td>0.56%</td>
<td>22,809</td>
<td>1.74%</td>
</tr>
<tr>
<td>Average List Price for Solds</td>
<td>$301,673</td>
<td>$327,279</td>
<td>8.49%</td>
<td>$358,498</td>
<td>9.54%</td>
</tr>
</tbody>
</table>

### Pasco

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>% Change 2018 to 2019</th>
<th>2020</th>
<th>% Change 2019 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold Dollar Volume</td>
<td>$2,821,158,205</td>
<td>$3,153,274,832</td>
<td>11.77%</td>
<td>$3,658,963,683</td>
<td>16.04%</td>
</tr>
<tr>
<td>Median Sold Price</td>
<td>$189,895</td>
<td>$205,000</td>
<td>7.95%</td>
<td>$233,000</td>
<td>13.66%</td>
</tr>
<tr>
<td>Units Sold</td>
<td>13,518</td>
<td>14,175</td>
<td>4.86%</td>
<td>14,714</td>
<td>3.80%</td>
</tr>
<tr>
<td>Average List Price for Solds</td>
<td>$214,083</td>
<td>$228,606</td>
<td>6.78%</td>
<td>$253,038</td>
<td>10.69%</td>
</tr>
</tbody>
</table>

### Closed Sales in 2018

<table>
<thead>
<tr>
<th>Home Type</th>
<th>2018</th>
<th>2019</th>
<th>% Change 2018 to 2019</th>
<th>2020</th>
<th>% Change 2019 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Homes</td>
<td>14,245</td>
<td>13,331</td>
<td>-6.42%</td>
<td>14,626</td>
<td>9.71%</td>
</tr>
<tr>
<td>Condos/Townhomes</td>
<td>8,326</td>
<td>8,082</td>
<td>-2.93%</td>
<td>8,157</td>
<td>0.93%</td>
</tr>
<tr>
<td>All Home Types</td>
<td>23,085</td>
<td>23,214</td>
<td>0.56%</td>
<td>22,809</td>
<td>-1.74%</td>
</tr>
</tbody>
</table>

### Closed Sales in 2019

<table>
<thead>
<tr>
<th>Home Type</th>
<th>2019</th>
<th>2020</th>
<th>% Change 2019 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Homes</td>
<td>13,331</td>
<td>13,054</td>
<td>-2.87%</td>
</tr>
<tr>
<td>Condos/Townhomes</td>
<td>8,082</td>
<td>8,157</td>
<td>-0.93%</td>
</tr>
<tr>
<td>All Home Types</td>
<td>23,214</td>
<td>22,809</td>
<td>-1.74%</td>
</tr>
</tbody>
</table>

### Closed Sales in 2020

<table>
<thead>
<tr>
<th>Home Type</th>
<th>2020</th>
<th>% Change 2019 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family Homes</td>
<td>13,054</td>
<td>20.24%</td>
</tr>
<tr>
<td>Condos/Townhomes</td>
<td>8,157</td>
<td>8.11%</td>
</tr>
<tr>
<td>All Home Types</td>
<td>22,809</td>
<td>3.80%</td>
</tr>
</tbody>
</table>
STRATEGIC GOAL 1
Advocacy & Government Relations
Expand and deepen our government affairs initiatives and member engagement in advocacy and the electoral process, and cultivate and maintain strong community partnerships and alliances.

STRATEGIC GOAL 2
Member Development & Engagement
Deliver impactful and interactive education and events that enhance both the leadership and professionalism of REALTORS® and Affiliates, and strengthen leadership and membership participation to mirror the rich diversity and culture of our region.

STRATEGIC GOAL 3
Technology & Digital Relevance
Invest in understanding our member demographics, build a long-term solution to track member feedback, and collaborate with Stellar MLS.

STRATEGIC GOAL 4
Community & Public Relations
Build relationships and increase awareness with consumers and strengthen relations with the media.

STRATEGIC GOAL 5
Strategic Leadership
Increase member engagement, remain committed to our unique organizational structure, and build a succession plan for leaders.