



2023  
Annual Report

[PinellasRealtor.org](https://PinellasRealtor.org)

# president's message

My sincere thanks to our membership and association leaders for allowing me the opportunity to fill the role as President of this remarkable organization. The faith that our past and current leaders placed in me is both humbling and an honor that I've not taken lightly.

As I started my term at the induction ceremony, I had the opportunity to share my thoughts on how a wolfpack sets a great example of leadership. In a wolfpack there is not just one leader, but several. Each utilizing their strengths when a given situation arises. Depending on the circumstances, various members of the "pack" step up to provide the necessary skills to face a challenge. I can assure you, our members, that this is indeed the case with your current leadership team and staff. It has been an extreme pleasure to work with so many talented members throughout the year. We've seen so many of our association leaders rise to the occasion when called upon or step up to bring our association to new heights. I'm proud to be a part of that "pack" and will forever be grateful for the lessons I've learned and friends I've made along the way.

Your association has accomplished a great deal in 2023. We were awarded the Florida REALTORS® Global Engagement Award for outstanding commitment to promoting and educating our members in a global marketplace. We are a four-year Platinum Award winning Global Council from the National Association of REALTORS® and we are in the running for the Diamond Award for 2024 (NAR's highest award for a Global Council).

We've been certified by Great Place to Work, receiving a 97% satisfaction rating among employees and staff. Less than 1% of the companies rated receive such a high score, which is a testament to our amazing staff and collaboration with our volunteer leaders. Congratulations to our CEO, David Bennett, for orchestrating such a great team and keeping our organization running smoothly.

On a local level we have made a large impact. We provided grants in the amount of \$193,000 to assist first-time home buyers. This was through the efforts of our Foundation and donations from REALTOR® members. We also created the Real Estate Apprentice Program (REAP) to mentor and assist in the start of a real estate career for traditionally underserved communities in our area. Through a grant from our Foundation and Affiliate sponsorship we have raised over \$20,000 to deliver this programming.

Speaking of our Affiliates, I'm so proud of our Affiliates and the great work they continue to do. They've raised large sums for the benefit of local charities and continue to provide networking opportunities for our members. They are the gold-standard of Affiliate organizations nationwide.

Your leadership team recently gathered for several days to work on our 3-year strategic plan. This was a time where it was apparent that our local leaders are truly in tune with the market and the needs of our members. A plan was made to face the current and near-future market challenges to help our members

succeed. I can assure you that our association is in good hands moving forward with such a dedicated group of servant-leaders in place.

Your PRO/CPRO board of directors also has made an impact on the state level, having met with state legislators at Great American Realtor Days (GARD). We had the opportunity to meet face-to-face with our lawmakers and help them to understand the impacts of legislation as it relates to the real estate, REALTORS® and property owners.

While we have accomplished much, there is still more to be done and I'm confident that your future leaders will carry us forward with great success. As my year comes to a close it seems to have gone by very quickly, but I'm proud of what we have accomplished together.

I thank each of you for the trust you placed in me as your president and I can only hope that I've lived up your expectations and carried on the legacy of the amazing leaders that have come before me. This has been a year that I will never forget, and for that I can only say - THANK YOU!



*Michael Wyckoff*  
**Michael Wyckoff**  
 GRI, CRB, PPMC, CDPE, CNE  
 2023 PRO/CPRO President

# staff

**David B. Bennett**  
 CMLX<sup>1</sup>, QAS, RCE, CAE  
 Chief Executive Officer



**Angela Emerson**  
 MBA, RCE, QAS, CZEX, CIPS, AHWD, GREEN, e-PRO - Vice President of Prof. Development & Standards



**Joe Farrell**  
 RCE, CZEX, CMLX<sup>1</sup>, QAS, GREEN  
 Vice President of Public Affairs



**Kim Simmons**  
 e-PRO, CZEX  
 Vice President of Communications & Affiliate Relations



**Robert Olmstead**  
 CPA, RCE  
 Vice President of Finance



## PINELLAS REALTOR® ORGANIZATION (PRO)

4590 Ulmerton Rd.  
 Clearwater, FL 33706  
 (727) 347-7655

## CENTRAL PASCO REALTOR® ORGANIZATION (CPRO)

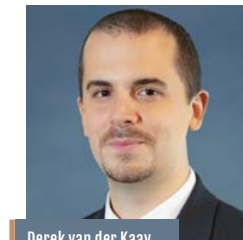
18942 N Dale Mabry Hwy  
 Suite 101  
 Lutz, FL 33548  
 (813) 948-6966

## PINELLASREALTOR.ORG

- @pinellasrealtor
- @procporealtors
- @pinellasrealtor
- @pinellas-realtors-organization



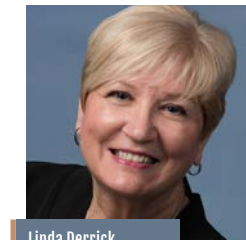
2023 Annual Report  
 Editor: Kim Simmons  
 Layout: Dylan Marvin  
 Stats: Jonathan St. John



**Derek van der Kaay**  
 MBA  
 Vice President of Operations & Member Engagement



**Dan Cote**  
 PROSites Manager/Web Designer & PRO Webmaster



**Linda Derrick**  
 Professional Standards Manager



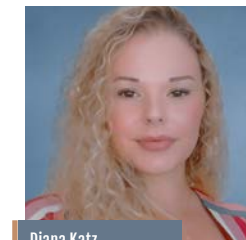
**Paula Guzman**  
 MBA  
 Financial Controller & Human Resources



**Sandy Ingram**  
 Member Liaison - CPRO



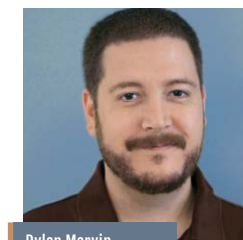
**Stella Jacobson**  
 Director of Member Services & Supra



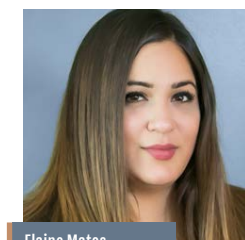
**Diana Katz**  
 Professional Development & Special Events Manager



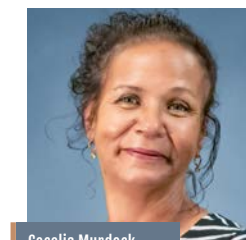
**Michael Krauser**  
 CZEX, AHWD  
 Professional Development Coordinator



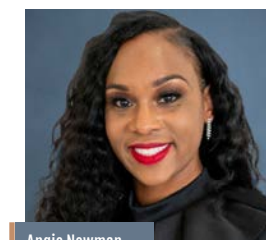
**Dylan Marvin**  
 Art Director



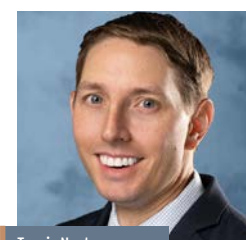
**Elaine Matos**  
 Member Liaison



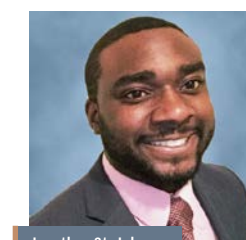
**Cecelia Murdock**  
 Member Liaison



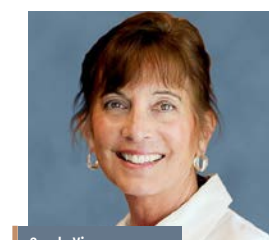
**Angie Newman**  
 Member Liaison / Building Manager - CPRO



**Travis Norton**  
 Political Communications & Advocacy Manager



**Jonathan St. John**  
 MS  
 Sr. Financial & Data Analyst Manager



**Sandy Yinger**  
 Executive Assistant

# Leadership

## 2023 BOARD OF DIRECTORS

Being a part of the Board of Directors holds significant influence. These dedicated member volunteers play a crucial role in ensuring our ongoing achievements. They consider, shape, and guide ideas and options to bolster professional development opportunities, membership benefits, and special programs for all members. Furthermore, they represent the association's interests within our strategic plan, deal with governing policies, budgets, and other matters vital to the longevity of the association.



**President-Elect**  
Tom Steck  
Century 21 RE Champions



**Secretary**  
Mark Middleton  
Watermark Realty Co.



**Treasurer**  
Corina Silva  
Tampa Bay Key Realty



**Past President**  
Manuela Hendrickson  
Global Lifestyle LLC



**Director**  
Carolina Conner  
Engel & Volkers Madeira Beach



**Director**  
Fred Hintenberger  
Charles Rutenberg Realty



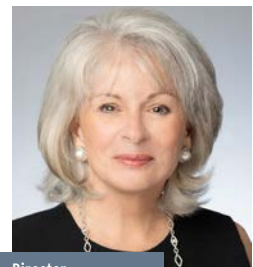
**Director**  
Alex Jansen  
Coastal Properties Group



**Director**  
Stephanie Joines  
Coldwell Banker Residential



**Director**  
Candice Kelly  
EXP Realty



**Director**  
Debra McMillen  
Coldwell Banker Realty



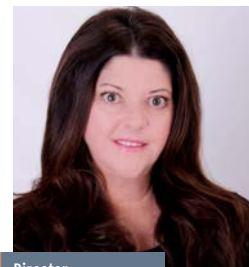
**Director**  
Xina Rim  
EXP Realty



**Director**  
Tahisia Scantling  
Right Turn Realty



**Director**  
Jim Schanz  
Future Home Realty



**Director**  
Linda Wilson  
Wilson & Associates



**President**  
Michael Wyckoff  
Engel & Volkers Madeira Beach



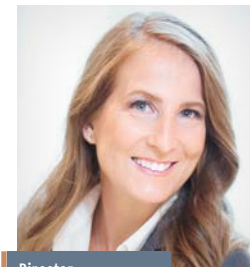
**Chapter Chair**  
Chris Light  
Future Home Realty Inc



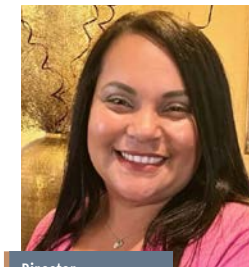
**Chapter Chair-Elect**  
Mollyana Ward  
LPT Realty



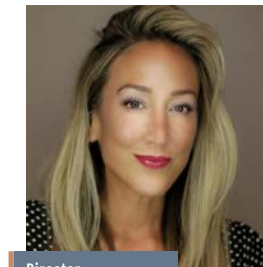
**Chapter Past Chair**  
Robert Barnes  
Palm Realty & Associates



**Director**  
Barbara Battaglia  
Coldwell Banker Residential



**Director**  
Yolanda Hodges  
Charles Rutenberg Realty



**Director**  
Regina Sotomayor  
Homescene Realty

## 2023 PRO BIZ, Inc. BOARD OF DIRECTORS



**Chair**  
Cyndee Haydon  
Future Home Realty



**Vice Chair**  
Mindy Rovillo  
iMap Realty Group



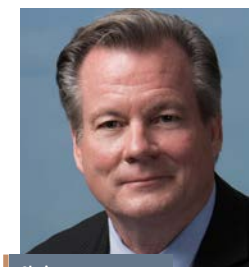
**Secretary**  
Leon Sarkisian  
iMap Realty Group



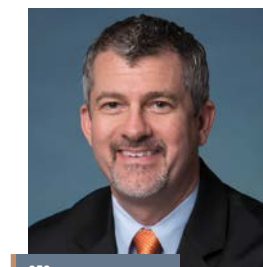
**Treasurer**  
Kevin Batdorf  
Batdorf & Associates



**Treasurer**  
Phil Rogers  
Realty Executives Suncoast



**Chair**  
Tom Shelly  
Sunshine Home Sales



**CEO**  
David B. Bennett  
PRO/CPRO

# 2022 REALTORS® PAC investors

## Double Hall of Fame

\$50,000+ lifetime contributions



Frank Gregoire



Fred Hintenberger



Nancy Riley

## Hall of Fame

\$25,000+ lifetime contributions



Cyndee Haydon



David Bennett



John Rurkowski



Kim Meredith-Hampton

## Platinum R

\$10,000+



Fred Hintenberger



Mark Middleton



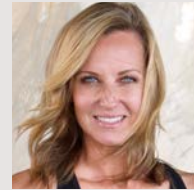
PRO BIZ, Inc.

## President's Circle

\$2,000 contributed directly to select RPAC candidates



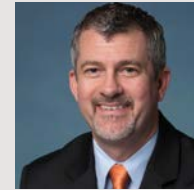
Brad Meinck



Candice Kelly



Cyndee Haydon



David Bennett



Frank Gregoire



Kent Rodahaver



Linda Wilson



Mark Middleton

## Golden R

\$5,000+



Alex Jansen



Cyndee Haydon



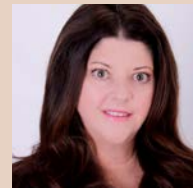
David Bennett



Frank Gregoire



Kim Meredith-Hampton



Linda Wilson



Nancy Riley



PRO/CPRO Affiliate Business Partners



SEC Inspection Services

Editor's note: To provide a more accurate roster for the Annual Report, we're showing RPAC investors from the previous year instead of the current year.

The National Association of REALTORS® 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.

# 2022 REALTORS® PAC investors



PINELLAS REALTOR® ORGANIZATION & CENTRAL PASCO REALTOR® ORGANIZATION

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

## Crystal R

\$2,500+



Darlene Sheets



Kelly Lee McFrederick



Linda Goldfarb



Mike Wyckoff



Peggy Naruns



Sandy Waterbury

## Sterling R

\$1,000 annually



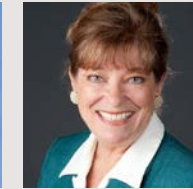
Adam Jonas



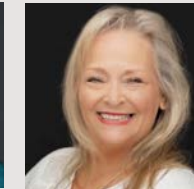
Alberto Baalbaki



Angela Emerson



April Gayle Gausman



Becky Zarecki



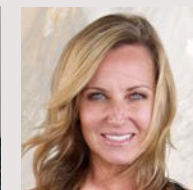
Bob McDugald



Brad Meinck



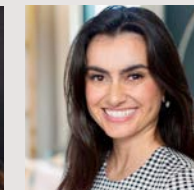
Brandi Gabbard



Candice Kelly



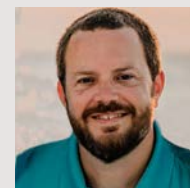
Christi Jensen



Corina Silva



Glen Richardson



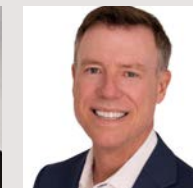
Joe Farrell



John Ricker



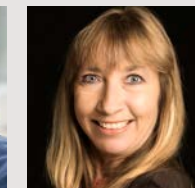
Ken Breland



Kenny Hayslett



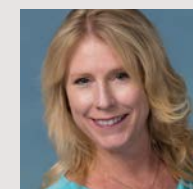
Kent Rodahaver



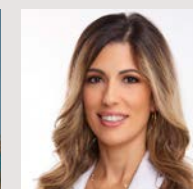
Manuela Hendrickson



Maria Kadau



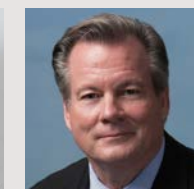
Mindy Rovillo



Mollyana Ward



Stephanie See



Tom Shelly



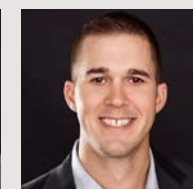
Tom Steck



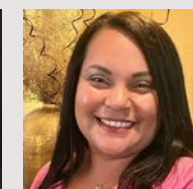
Travis Norton



Vincent Nowicki



Wyatt Wikle



Yolanda Hodges



Prohealth Pest Control

## REALTORS® are good neighbors.

Affiliates are, too! Giving back to the community they live and work in is paramount to being a good neighbor. Many of the same charitable initiatives were continued from the previous year, and a few new ones were added.

- ✓ Funds raised to help alleviate human trafficking in Tampa Bay, support children in foster care, help make houses into homes, and more
- ✓ A major donation from the Affiliate Business Partners to help with Hurricane Ian relief
- ✓ Waterway clean up and quarterly road clean ups in Pinellas County
- ✓ Footgolf and baseball events benefitting local children
- ✓ Habitat for Humanity builds
- ✓ School supply and uniform, and Thanksgiving meal distribution to families within the Pinellas Opportunity Council

...and more!



Affiliates present Jackson in Action 83 with over \$7,000



Collecting items for Fostering Hope Florida



Once a quarter members participate in cleaning up our adopted stretch of 49th St.



Night at the Threshers fundraiser for Pinellas Opportunity Council



Proceeds from the Summer Celebration and Affiliate Expo supported Stop the Movement



YPN's annual school supply initiative in partnership with St. Petersburg Association of Fire Fighters

PINELLAS REALTOR FOUNDATION



APPROXIMATE DOLLAR AMOUNT CONTRIBUTED TO COMMUNITY AND CHARITABLE ORGANIZATIONS:

**\$206,310.69**

The following members were honored with special awards in 2022:

2022 Good Neighbor Award Recipients



Candice Kelly - Stop the Movement



Mindy Baird - The Pineapple Projects



Paula Blanda - St. Anthony's Hospital Auxiliary



Tom Shelly - Bright Community Trust



REALTOR® of the Year  
Glen Richardson

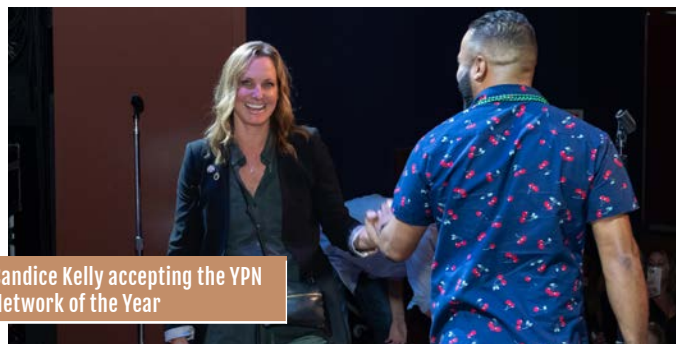


Rookie of the Year  
Alex Grandjacquet

# councils & committees



A proud team of YPNers with their well deserved award



Candice Kelly accepting the YPN Network of the Year



Suncoast Global Council hosted the special Holidays Around the World event



The final piece of the REALTOR® R comprised of LEGO bricks purchased to support RPAC



YPN's Cross Bay Ferry trip to Tampa to experience the new developments there



DEI's Real Estate Apprentice Program has helped many individuals pursue their dream of becoming a REALTOR®



All members are welcome at the twice-monthly Connect networking events hosted by our Affiliates

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: Tina Housdan  
Vice-Chair: John Ricker

## Citation Committee

Chair: Lisa Lowe  
Vice-Chair: Darlene Sheets

## Commercial Committee

Chair: Adam Jonas  
Vice-Chair: Kris Dumke

## District 6 Leadership Institute

District Vice President: Adam Jonas

## Diversity, Equity, and Inclusion Committee

Chair: Heather Breckenridge  
Vice-Chair: Carolina Conner

## Grievance Committee

Chair: Julie Yonan  
Vice-Chair: Carrie Juliao

## 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: Holly Young  
Vice-Chair: Debra Bellmaine

## Public Policy Committee – CPRO

Chair: Adam Jonas  
Vice-Chair: Alberto Baalbaki

## Public Policy Committee – PRO

Chair: Linda Goldfarb  
Vice-Chair: Brad Meinck

## RPAC Fundraising Committee

Chair: Mindy Rovillo  
Vice-Chair: Candice Kelly

## Suncoast Global Council

Chair: Ana Smith  
Vice-Chair: Kristina Williams

## Women's Council of REALTORS®

Local President: Mindy Rovillo

## Young Professionals Network

Chair: Candice Kelly  
Vice-Chair: Renato Whitaker

## Pinellas REALTOR® Foundation Trustees

Chair: Glen Richardson  
Trustee: Dylan Barrie  
Trustee: Kevin Batdorf  
Trustee: Brandi Gabbard  
Trustee: Manuela Hendrickson  
Trustee: Tina Housdan  
Trustee: Lars Kier  
Trustee: Leon Sarkisian  
Trustee: Tom Shelly  
CEO/Trustee: David B. Bennett

## REALTOR® Advocacy and Champion Fund Trustees

Chair: Amy Seeks  
Trustee: Victor Adamo  
Trustee: Deb Dising  
Trustee: Cyndee Haydon  
Trustee: Mindy Rovillo

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/CPRO. 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](https://PinellasRealtor.org/committees-volunteering) to access the application. The application period closes Monday, October 3.



# by the numbers

## REALTOR® MEMBERSHIP



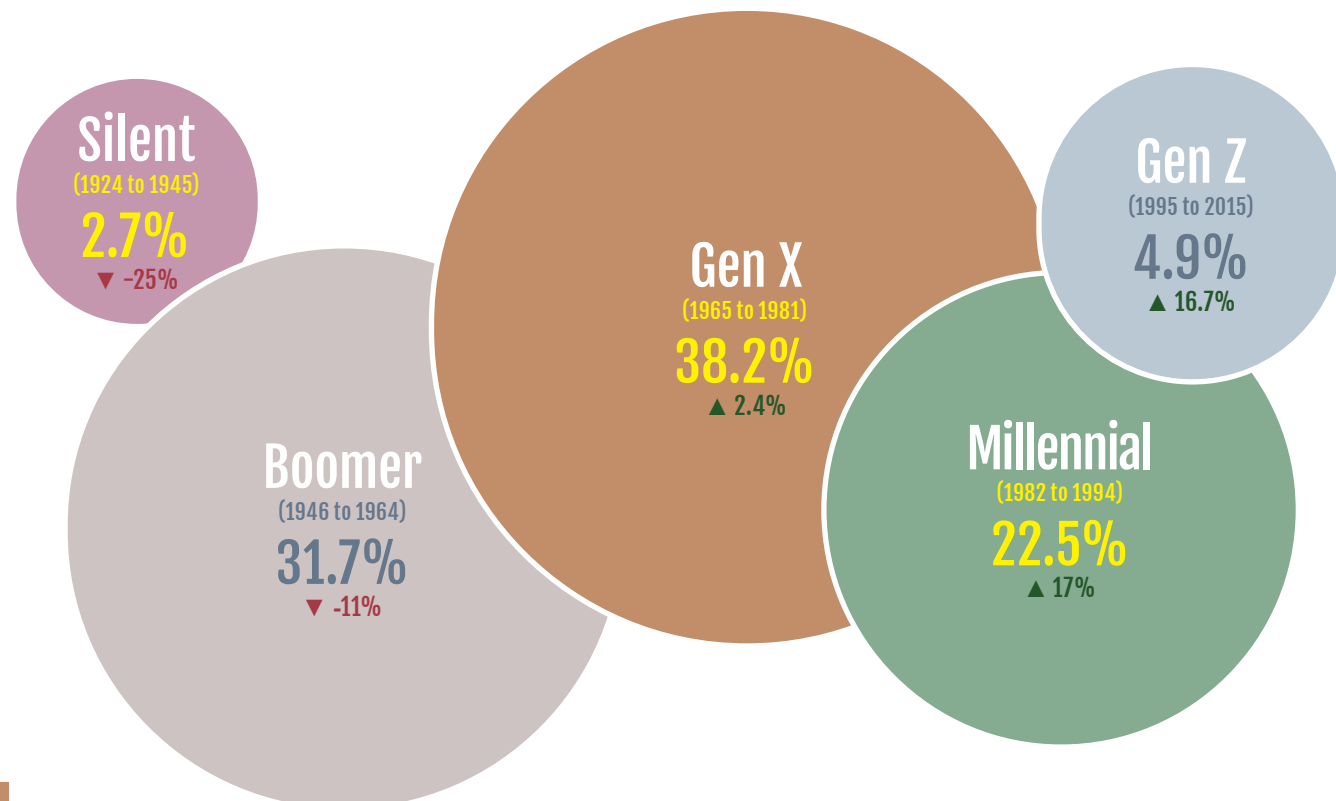
Year-End 2020	9,255
Year-End 2021	10,080
Year-End 2022	9,827
Current	10,099

## AFFILIATE MEMBERSHIP



Year-End 2020	564
Year-End 2021	560
Year-End 2022	613
Current	659

## GENERATIONS BY % OF MEMBERSHIP



# by the numbers



## EKEY USERS

2019	7,931
2020	9,623
2021	10,127
2022	10,497 (▲ 4%)

## KEYBOXES ASSIGNED TO MEMBERS

2019	20,844
2020	24,079
2021	24,555
2022	24,999 (▲ 2%)

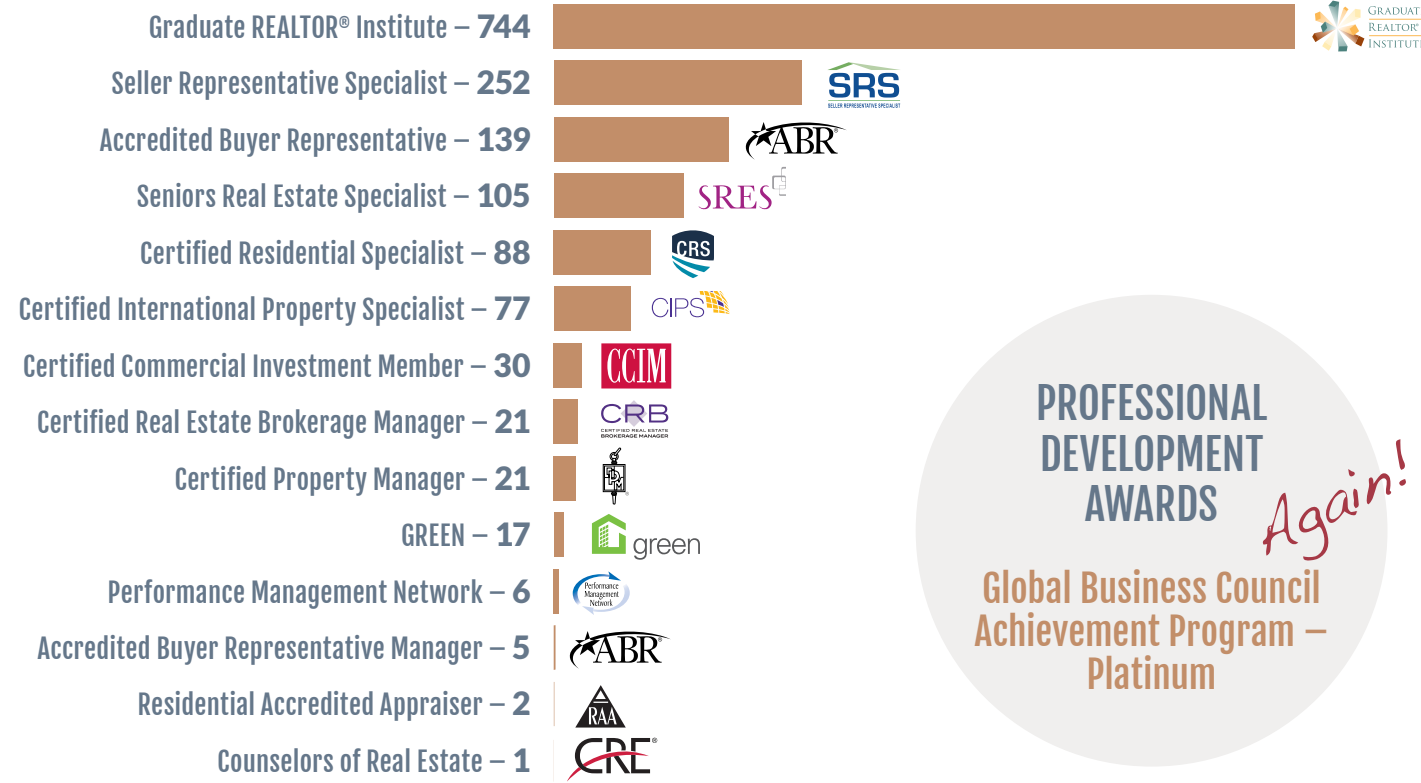
## PROFESSIONAL STANDARDS

Arbitration Hearings	2 (▲ 200%)
Citations	22 (▲ 22%)
Ethics Complaints	31 (▼ -24%)
Ethics Hearings	15 (▼ -29%)
Mediations	5 (▼ -17%)
Ombudsman Cases	38 (▲ 3%)

## MEMBER SUPPORT

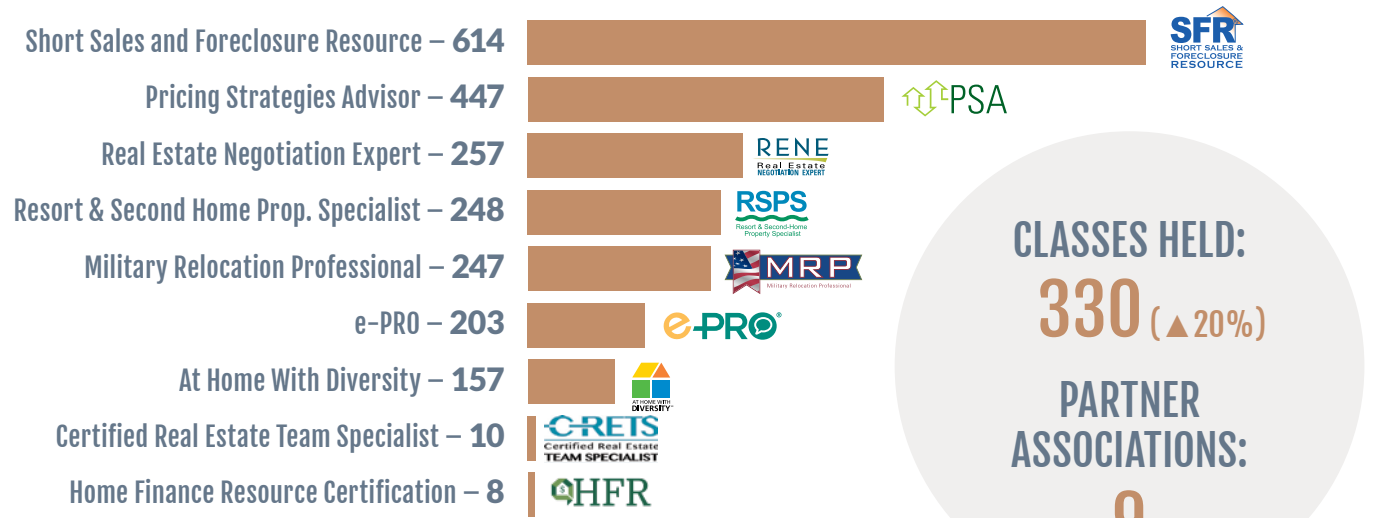
Inbound Calls	37,621 (▲ 82%)
Average Talk Time	2m 68s (▼ -23%)
Total Talk Time	101,691 Minutes
Average Wait Time	15 seconds (▲ 7%)

## MEMBERS WHO HOLD DESIGNATIONS



**PROFESSIONAL DEVELOPMENT AWARDS**  
*Again!*  
 Global Business Council Achievement Program – Platinum

## MEMBERS WHO HOLD CERTIFICATIONS



**CLASSES HELD:**  
**330** (▲20%)  
**PARTNER ASSOCIATIONS:**  
**9**

## PINELLAS

	2020	2021	% Change 2020 to 2021	2022	% Change 2021 to 2022
Sold Dollar Volume	\$7,946,433,849	\$10,578,543,380	24.88%	\$9,821,192,052	-7.71%
Median Sold Price	\$268,000	\$409,656	34.58%	\$484,519	15.45%
Units Sold	22,809	25,823	11.67%	20,270	-27.40%
Average List Price for Solds	\$358,498	\$414,423	13.49%	\$488,594	15.18%
	Closed Sales in 2020	Closed Sales in 2021	% Change 2020 to 2021	Closed Sales in 2022	% Change 2021 to 2022
Single Family Homes	14,626	14,015	-4.36%	11,126	-25.97%
Condos/Townhomes	8,157	9,440	13.59%	7,459	-26.56%
All Home Types	22,809	25,823	11.67%	20,270	-27.40%

## PASCO

	2020	2021	% Change 2020 to 2021	2022	% Change 2021 to 2022
Sold Dollar Volume	\$3,658,963,683	\$5,034,752,152	27.33%	\$5,388,212,447	6.56%
Median Sold Price	\$233,000	\$303,865.78	23.32%	\$367,671	17.35%
Units Sold	14,714	16,569	11.20%	14,655	-13.06%
Average List Price for Solds	\$253,038	\$304,214	16.82%	\$368,830	17.52%
	Closed Sales in 2020	Closed Sales in 2021	% Change 2020 to 2021	Closed Sales in 2022	% Change 2021 to 2022
Single Family Homes	13,054	11,808	-10.55%	10,684	-10.52%
Condos/Townhomes	1,653	1,852	10.75%	1,770	-4.63%
All Home Types	14,714	16,569	11.20%	14,655	-13.06%





# 2021-2023 STRATEGIC PLAN

## 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.