

**MINUTES**  
**CAAR Broker Council Meeting**  
**Wed., May 3, 2023**  
**11:30 a.m. – 12:30 p.m.**  
**Hillsdale Conference Center**

In Attendance: Quinton Beckham, Percy Montague, Tom Pace, Katie Tyree (Chair), Georgia Lindsey.

Excused: Keith Davis, Michael Guthrie (Vice Chair), Sasha Tripp,

Absent: Rives Bailey, Patrick Burns, Jim Faulconer,

Guest: President S. Lisa Herndon. Staff: Abby Tammen, Teresa Kirkhart (virtual).

Chair Tyree welcomed the Council members and reviewed the Antitrust Statement.

Approval of March Minutes: Without a quorum, the approval of minutes will be moved to the Sept. meeting.

CAAR Update

President S. Lisa Herndon gave an update on the first quarter 2023 Market Report. She is already giving interviews with the local television stations. We have six total media groups talking about the report. We are also working on reaching out to diverse areas.

Updated information about the lockbox conversion process can be found on the Single Sign On (SSO) dashboard's "Lockbox Conversion" icon.

CEO Update

CAAR is interviewing for an Education and Event Specialist position to help assist with more staff in the building.

Lockbox conversion is all set with SentiLock and CAAR has secured a location for the event. We feel logistically this location will work for this event. We are communicating to the members all the information so that each one knows what they need to do up to the day of the conversion. We are swapping one-for-one lockboxes for the agents.

Open Forum

What are you seeing? Lots of FSBO's and an active market where sellers think they can do the sale themselves.

Request/Needs?

- Ask MLS Committee to consider making lockbox location required
- Keep conversations going to promote DEI amongst the agents
- Promote CAAR classes and encourage professionalism
- Do not have resources for multi-lingual agents
- Promote the value of the various steps that REALTORS® give the homeownership process
- Give easily identifiable and spoken reasons why REALTORS® need to be the center of the real estate transaction
- Create safe spaces with your brokerage to talk about how they are impacting the growth of real estate and removing barriers to participation in the association and the value of homeownership
- Encourage your own brokerage to have an open forum to learn about agent issues
- Commercial platform
  - Not enough info in the system about a listing
  - Not enough listings in general compared to what everyone is seeing on the street

Agenda items for Jun. 27<sup>th</sup> please send to Katie or Michael two weeks prior to the meeting.

The question was asked: How is the strategic plan showing up in this group? Is this group providing discussion about diversity.

Adjourn

Chair Tyree reviewed the dates of the upcoming Broker Council meetings and important association events. The meeting adjourned at 12:36 p.m.

Respectfully submitted, Teresa Kirkhart, Staff Liaison