

**MINUTES**  
**Charlottesville Young Professionals Network (YPN)**  
**Wed., Feb. 14<sup>th</sup>, 10 – 11 a.m., Hillsdale Conference Center**  
**Charlottesville Area Association of REALTORS®**

In Attendance: Jossef Baron, Zoya Claus (Vice-Chair), Zoya Coopersmith, Tiffany Jenkins, Brentney Kozuch (Chair), Sarah Monceaux, Catherine Richmond, Alex Rayfield, Megan Rodgers, Jamie White

Staff: Lauren Graf

Excused: Ivy Haines, Kevin Wilberger

Guest: Dave Norris (CAAR Foundation Executive Director)

Chair Brentney Kozuch welcomed the committee members and reviewed the Antitrust Statement.

Approval of January Meeting Minutes: Approval of the minutes was **MOTIONED, SECONDED, and APPROVED** at 10:06 a.m.

Old Business

Staff will be emailing all of those who have not returned the Appendix B contract back to her. All CAAR volunteers are required to sign Appendix B contract as it outlines all volunteer expectations and responsibilities.

Charlottesville YPN has brought back the YPN pass. The pass is \$35 (a \$10 discount) that automatically registers the pass holders for all 2024 YPN events (in-person and virtual). The YPN pass was included in the CAAR Newsletter on Mon., Feb. 12<sup>th</sup>. Lauren will be looking into creating an invoice to make it easier for members to obtain the YPN pass.

Chair Brentney Kozuch reviewed the 2024 schedule and the selected charities, outlined as follows:

- **YPN Kick-Off:** Scheduled for Tues., Feb. 20<sup>th</sup> from 3 – 4 p.m. at Firefly, with the CAAR Foundation chosen as the charity for this event.
- **April Latte & Learn: Navigating Bidding Wars:** Scheduled for April 12<sup>th</sup> from 9 to 10 a.m. on Zoom, with The Yellow Door Foundation chosen as the charity for this event.
- **RPAC Waterpalooza:** Scheduled for May 21<sup>st</sup> from 3 to 5 p.m. at Darden Towe Park, with all contributions directed towards RPAC.
- **Trivia Happy Hour:** Scheduled for June 19<sup>th</sup> from 3 to 5 p.m. at Three Notched Brewery, with AHIP chosen as the charity for this event.
- **Wag Wine Wednesday:** Scheduled for October 9<sup>th</sup> from 3 to 5 p.m. at King Family Vineyards, with the HOWS Project chosen as the charity for this event.
- **October Latte & Learn: Working with Historical Properties:** Scheduled for October 18<sup>th</sup> from 9 to 10 a.m. on Zoom, with WNRN chosen as the charity for this event.
- **YPN's 10<sup>th</sup> Annual Salvation Army Angel Tree & Bell Ringing Program:** Anticipated to occur in November and December, offering a meaningful opportunity for charitable engagement for YPN and CAAR members.

New Business

Chair Brentney Kozuch went over the game plan for the YPN Kick-Off event at Firefly on Tues., Feb. 20<sup>th</sup> from 3 – 5 p.m. Lauren met with the Firefly staff over the weekend to confirm their capacity (150) and time that she will be arriving to order to food for the event. There will be numerous raffles at the event, one being for the YPN pass. All attendees will be entered into the YPN Pass raffle. Committee members Jamie White and Alex Rayfield suggested a game tournament. Lauren has asked Firefly for a list of their games since she was unable to stop by this week. Various board games will be placed on the tables that YPN has reserved for this event to encourage attendees to play and meet the other guests in a more competitive setting, which YPN is

known for. For future YPN Kick-Off events, Jamie White suggested a “squid games” like event, which is like YPN’s RPAC Waterpalooza.

Chair Brentney Kozuch went over the two new YPN Volunteer positions: Marketing Lead and Event Lead. Currently, there are numerous volunteers for Event Lead. YPN is going to have a different person for each event be one of the new volunteer positions to ensure that everyone has an opportunity to help and gain leadership experience.

The YPN Planning Committee has started their 2025 planning. Staff will send the YPN Planning Committee a survey to gather Latte & Learn topics and possible instructors. Additionally, Staff will send the YPN Planning Committee all the Latte & Learn topics, descriptions, and instructors from the past 3 years. Survey link: <https://www.surveymonkey.com/r/RVHMH>

### Board Updates

Board Liaison Kevin Wilberger was in the Board of Directors meeting during this YPN Planning Committee meeting, however, during the Broker Council meeting that took place directly after the YPN Planning Committee meeting, President Anne Burroughs addressed the ongoing NAR lawsuits. Currently, efforts are underway to consolidate the 19 current cases in central Illinois, a move supported by NAR. However, Burnett v. NAR remains exempt from this consolidation as it has entered the appeals process. While many brokerages have reached settlements, NAR persists in advocating for fair compensation.

President Anne Burroughs recommended [hub.realtor.com](http://hub.realtor.com) and [competition.realtor.com](http://competition.realtor.com) as essential resources for real estate professionals to stay updated on legal developments.

### CAAR Foundation

The YPN Planning Committee has a guest to attend the meeting this week, CAAR Foundation Executive Director Dave Norris. Dave Norris started working for the CAAR Foundation on February 12<sup>th</sup> and wanted to provide the Charlottesville Young Professionals Network a better idea of what the CAAR Foundation is, since YPN will be raising money for the CAAR Foundation during the YPN Kick-Off event.

Established by CAAR President Anthony McGhee in 2017, the foundation officially obtained 501c3 status in 2021. Recently, the CAAR Foundation concluded the development of its Strategic Plan, transitioning seamlessly into a business plan and paving the way for the appointment of an Executive Director. The search for this position commenced in late 2023 and concluded last week with the official start of former Charlottesville Mayor, Dave Norris, as the CAAR Foundation's Executive Director.

The CAAR Foundation belongs to the collective, not merely an entity unto itself. With a commitment to maintaining at least 51% of REALTORS® on its Board, the CAAR Foundation is dedicated to enhancing housing affordability in Charlottesville. Recognizing the shared mission with other organizations, the foundation seeks to establish collaborative partnerships. Individuals are encouraged to reach out to members of the Foundation Board with suggestions for local organizations or non-profits working towards similar goals.

Furthermore, the CAAR Foundation serves as a valuable avenue for REALTORS® to engage with the community. Opportunities will soon arise for involvement in various committees, including those focused on fundraising and marketing. Members are encouraged to stay updated for forthcoming details.

### Staff Update

NAR Code of Ethics cycle 7 is ending December 31st, 2024. All REALTORS® are required to complete the Code of Ethics during this cycle, including REALTORS® who do not hold a real estate license. Failure to do so will result in termination of membership. Members can find out if they have completed their Code of Ethics for this cycle on the CAAR SSO Dashboard. Members can fulfill this obligation by taking one of CAAR’s Code of

Ethics classes, a Code of Ethics class through the CE Shop, or through the NAR learning portal. Please note that not all outside providers satisfy NAR's Code of Ethics requirements.

As stated previously, the CAAR Foundation has concluded their search for an Executive Director. Dave Norris, former mayor of Charlottesville started on February 12<sup>th</sup>.

Adjourn

Chair Brentney Kozuch adjourned the meeting at 10:48 a.m.

**Next Meeting: Wed., Mar. 13<sup>th</sup>, 10 – 11 a.m., Hybrid**

#### **Upcoming YPN Events:**

**Fri., Apr. 12<sup>th</sup>, 9 – 10 a.m., Zoom | Latte & Learn**

**Tues., May 21<sup>st</sup>, 3 – 5 p.m., Darden Towe Park | RPAC Waterpalooza**

**Tues., Jun. 19<sup>th</sup>, 3 – 5 p.m., Three Notched Brewery | Trivia Happy Hour**

### **CAAR Latte & Learn Topics**

#### **2024**

- *Cville Zoning: It's a Whole New World* with Neil Williamson and Valerie Long
  - "Implementation of the new zoning ordinance is under way. Join Neil Williamson, the President and Executive Director of The Free Enterprise Forum, and Attorney Valerie Long, Partner at Williams Mullen, for this informative Latte & Learn session."
- *Navigating Bidding Wars* with Sasha Tripp
  - "Understanding how to navigate bidding wars is a critical skill for REALTORS, as it directly impacts their ability to represent their clients effectively, maximize value, and operate successfully in competitive real estate markets. Feel more confident in handling bidding wars with this Latte & Learn session led by Sasha Tripp!"
- *Due Diligence & Land Surveys* with Kerry Griggs
  - "REALTORS® should recommend thorough due diligence, including a land survey to reveal property boundaries, encroachments, and potential issues. Kerry Griggs will teach you how to connect clients with trusted surveyors and professionals in this Latte & Learn session."
- *Cash Contract* with Anthony McGhee
  - "Discover the art of cash contracts in real estate with Anthony McGhee in this Latte & Learn session. Elevate your skills, navigate transactions with confidence, and empower your clients with streamlined cash deals."
- *Working with Historical Properties* with Shannon Harrington
  - "Working with historical properties in Charlottesville requires a unique set of skills and knowledge for real estate agents. Tap into this unique market segment and contribute to the preservation of the city's rich history and heritage with Shannon Harrington in this Latte & Learn session."
- *Appy Hour* with Tim Carson & Mazal Volger
  - "Elevate your real estate game with a delightful twist. Explore the latest apps and digital tools tailored for REALTORS®. Sip, learn, and boost your efficiency in this Latte & Learn session!"

#### **2023**

- *Open House Tips & Tricks* with Tara Savage
  - "This session addresses the best ways to hold an open house. Join us to learn key strategies to impress prospective buyers and sellers at your open house that will result in more clients and sales. You will learn key strategies to impress prospective buyers and sellers and in return gain more clients and sales."

- *Cultivating Client Relationships* with Sasha Tripp
  - “Do you want to build a business model that increases the client lifespan by months, years, or even decades? During this session, you will learn how to create clients for life by establishing and nurturing long-term relationships through exceptional service and memorable experiences. Walk away with ideas, tips, and tricks that you can put into action IMMEDIATELY to better serve your clients and keep them coming back, indefinitely.”
- *The 411 on Factory Built Housing* with Randy Grumbine
  - “Curious about the difference between Manufactured Homes, CrossMods, Modular Homes, and tiny homes? Do you know the process to convert a manufactured home to real property? What financing options are available for buyers of existing manufactured homes.”
- *New Construction Inspections* with Scooter Burgess
  - “New Doesn't Mean Perfect! Learn from our veteran instructor, Scooter Burgess, owner of Burgess Inspections, Inc. on how New Construction Inspections protect your clients by identifying oversights and issues early on to reduce costly repairs after the builder warranty expires. Understand what is covered in the Pre-Drywall, Pre-Closing and 11 Month Warranty inspections and inspector licensing requirements for new construction residences.”
- *Exploring Ageism* with Dr. Jenny Inker
  - “In this interactive session, we will explore ageism and how it hides in plain sight in many social and professional interactions. Negative views about our own and other peoples' aging have many harmful consequences for our health and well-being and yet they are widely considered socially acceptable. During this session we will learn how to recognize ageism and find alternative ways to interact that celebrate, rather than denigrate, aging.”
- *Why You Need a Structural Engineer* with Alex Rayfield
  - “During today’s presentation, you will gain insights into identifying potential structural problems in residential properties. As a REALTOR®, understanding these common signs of structural deficiencies equips you to provide enhanced service and protection to your clients and their families. It enables you to engage in more meaningful conversations about structural concerns and guide your clients more effectively when addressing such issues.”

## 2022

- *Septic Inspections* with Deborah Rutter
  - “This month’s session will address Septic Inspections, presented by Deborah Rutter, Nest Realty Group. Deborah will cover a quick overview of what a septic system is, the kinds of systems we have in the area, what the contract says about an inspection, using the contract dates and timing to schedule, logistics: time of year, access, occupancy of the house; what gets disturbed, how to pick an inspector and once the findings get to the HIRCA, what comes next in terms of negotiation.”
- *Broadband Update* with Neil Williamson, Michael Culp, and Dale Herring
  - “This session will address Broadband in Albemarle and Greene Counties. Moderator, Neil Williamson, CAAR Public Affairs Director, will introduce Michael Culp, Director, Albemarle County Broadband Accessibility & Affordability Office and Dale Herring, Greene County At-Large Supervisor. They will be discussing resources to understand what types of internet/fiber/cable are available at a particular property, and how can these entities help REALTORS® be the source of the source and provide accurate listing information. They will also share if there are any new projects coming down the pike in the next 6 - 18 months.”
- *Visualizing Your Goals* with Sasha Tripp
  - “Join the Charlottesville Young Professionals Network (YPN) for "Visualizing Your Goals" with Sasha Tripp on Tues., Feb. 22nd from 9:30 - 10:30 a.m. via Zoom. What methods are you using to accomplish your daily, weekly, or annual goals? Achieve success by creating a vision board and knowing how to keep track of your habits!”
- *Social Media Strategies* with Kara Bass and Nadirah Muhammad

- “Join the Charlottesville Young Professionals Network (YPN) for a "Social Media Strategies" panel discussion on Tues., Apr. 19th from 9:30 - 10:30 a.m. via Zoom. TikTok, Facebook, Instagram - so many social media platforms! YPN is thrilled to have Kara Bass, REALTOR, Keller Williams Alliance - Charlottesville and Nadirah Muhammad, Brand Storyteller, Story House Real Estate help create the most effective social media strategies.”
- *School Superintendents* with Emily Dooley, Dr. Mathew Haas, Bryan Huber, Dr. Royal Gurley, and Dr. Peter Gretz
  - “This session will present City of Charlottesville, Albemarle, Fluvanna and Greene Counties school divisions and bond issues along with any changes in budgeting and programs.”
- *What Happens When Appraisals Go South?* With Josh White, Carl Garrett, Hal Johnson, Woody Fincham, and Will Sanford
  - “This session addresses, What Happens When Appraisals Go South.”
- *The Value of Staging* with Ashley Artale and Stasia Rice
  - “This session addresses the value of staging. Even in a market as hot as this one, staging for sale is an important component of getting your clients top dollar! Preparing a home for sale can be overwhelming both for the home owner and the REALTOR® but it doesn’t have to be. Join the Make it Home Team to learn how YOU can help your clients prepare their home for sale.”
- *Contract Negotiations Strategies* with Jason Kirby, Rives Bailey, David Sload, and Rachel Burns
  - “Join the Young Professionals Network (YPN) for a Hybrid Contract Negotiation Strategies panel discussion on Thurs., June 30th from 9:30 - 10:30 a.m. at the Hillside Conference Center. As low inventory continues to be a challenge in today's market, find out how to be the winning contract when you're facing a bidding war.”
- *Playing Nice in the Sandbox* with Kim Armstrong, John Ince, Barbara McMurray and Pat Widhalm
  - “What really makes cooperative brokerage work? How many people are usually in the sandbox? Whose sandbox is it anyway?”
- *Understanding the Community Land Trust* with Shekinah Mitchell
  - “The Piedmont CLT is a local non-profit working to create permanently affordable inventory of housing in our market by offering a lease-hold interest in the improvement of the property less the value of the land. They are actively engaged in offering homes in Spring Hill Village with the help of Stanley Martin Homes through the Albemarle County proffered affordable housing requirements. This is an opportunity to gain a better understanding of this housing model to advise clients and support affordable housing in general.”
- *Unimproved Land* with Kerry Griggs
  - “Grab your latte, coffee, or morning drink of choice as we continue our monthly Latte & Learn! These sessions are brought to you by the CAAR Professional Development Master Group. This month we are discussing the tips & tricks to winning unimproved property deals. We will be going over: Study period and what is involved, a feasibility study, easements, marking flags and what they mean, surviving, setbacks, lenders and loan products that they use for purchasing and clauses to use to protect the buyers and sellers.”
- *Do’s and Don’ts of Showings* with Ben Reeves, Errin Searcy, and Jackie Kingma
  - “This session addresses the best ways to show properties, schedule properties, map out showings, and what not to do when showing properties.”

## 2021

- *Financial Fundamentals* with Tracy Meade
  - “Join Charlottesville Young Professionals Network (YPN) on Thurs., Feb. 25th from 9:30 - 10:30 a.m. for Financial Fundamentals with Tracy Meade. Having trouble figuring out some of the trickier financial aspects of the independent contractor lifestyle? Tracy Meade, a local financial specialist, will help us solve the pesky riddles of personal and professional finance and how to plan for year-end!”
- *Green Building Series*
  - A multi-part series that discusses Green Building and Renewable Energy

- *Low Appraisals* with Marcella Johnson
  - “In the perfect world all homes would appraise, yet in the real world that doesn't happen. Marcella will cover how to navigate the low appraisal.”
- *Advertising* with Anne Flinn
  - “With 98% of all buyers using the Internet to search for homes, how are you reaching them? You will learn how to use digital advertising to reach consumers using Social Media, Mobile Conquesting, Social Mirror, and Native Ads. Set yourself apart from your competition by targeting recent behaviors people have shown online, targeting people by where they have recently been, Artificial Intelligence, and more, with the opportunity for your ad to appear on the Zillow App, Zillow.com, and Realtor.com!”
- *Keep the Neighbors Safe at Home* with Jen Jacobs
  - “April is Fair Housing Month! We are happy to welcome Jen Jacobs, Albemarle Housing Improvement Program (AHIP) Executive Director, for the April Latte & Learn. AHIP believes that everyone should be safe at home. They work year-round to provide emergency repairs, home rehabs, and energy-efficiency upgrades to families in Charlottesville and Albemarle County. Learn how AHIP is ensuring safe, affordable homes for our neighbors in need.”