

CAAR's Value in 2025 - Expectations for Dues, Services Fees, & Benefits Thurs., Aug. 29, 2024



CAAR Antitrust Statement

CAAR Antitrust Statement

Prelude

The Charlottesville Area Association of REALTORS® (CAAR) is a for-profit organization. The Association is not organized to and may not play any role in the competitive decisions of its members or their employees, nor in any way restrict competition among members or potential members. Rather it serves as a forum for a free and open discussion of diverse opinions without in any way attempting to encourage or sanction any business practice.

CAAR provides a forum for exchange of ideas in a variety of settings including its Annual Meeting, Trade Shows, monthly membership meetings, educational programs, group meetings, and Board meetings. The Board of Directors recognizes the possibility that CAAR and its activities could be viewed by some as an opportunity for anti-competitive conduct. Therefore, this policy statement clearly and unequivocally supports the policy of competition served by the antitrust laws and to communicate CAAR's uncompromising policy to comply strictly in all respects with those laws.

While recognizing the importance of the principle of competition served by the antitrust laws, CAAR also recognizes the severity of the potential penalties that might be imposed on not only CAAR, but its members as well in the event certain conduct is found to violate the antitrust laws. Should CAAR or its members be involved in any violation of federal/state antitrust laws, such violation can involve both civil and criminal penalties that may include imprisonment for up to 3 years as well as fines up to \$350,000 for individuals and up to \$10,000,000 for the Association plus attorney fees. In addition, damage claims awarded to private parties in a civil suit are tripled for antitrust violations. Given the severity of such penalties, the Board intends to take all necessary and proper measures to ensure that violations of the antitrust laws do not occur.

Policy

In order to ensure that the Association and its members comply with antitrust laws, the following principles will be observed:

- CAAR or any group, section, or activity of the Association shall not be used for purposes of bringing about or attempting to bring about any understanding or agreement, written or oral, formal or informal, expressed or implied, among two or more members or other competitors about prices or terms and conditions of contracts for services or products. Therefore, discussions and exchanges of information about such topics will not be permitted at CAAR meetings or other activities.
- There will be no discussions discouraging or withholding patronage or services from or encouraging exclusive dealing with any supplier or purchaser or group of suppliers or purchasers of products or services, any actual or potential competitor or group of actual potential competitors, or any private or governmental entity.
- There will be no discussions about allocating or dividing geographic or service markets or customers.
- There will be no discussions about restricting, limiting, prohibiting, or sanctioning advertising or solicitation that are not based on facts and are misleading, deceptive, or directly competitive with CAAR products or services.
- There will be no discussions about discouraging entry into or competition in any segment of the marketplace.
- There will be no discussions about whether the practices of any member, actual or potential competitor, or other person are unethical or anti-competitive.



Speaker Introductions



**Anne Burroughs,
CAAR President**



**Amanda Spigone,
CAAR Treasurer**



**Abby Tammen,
CAAR CEO**





We will be celebrating our 100-year anniversary next year!



Questions

Use the Q&A feature in your Zoom toolbar



General Information



National Association of REALTORS®



Virginia REALTORS®



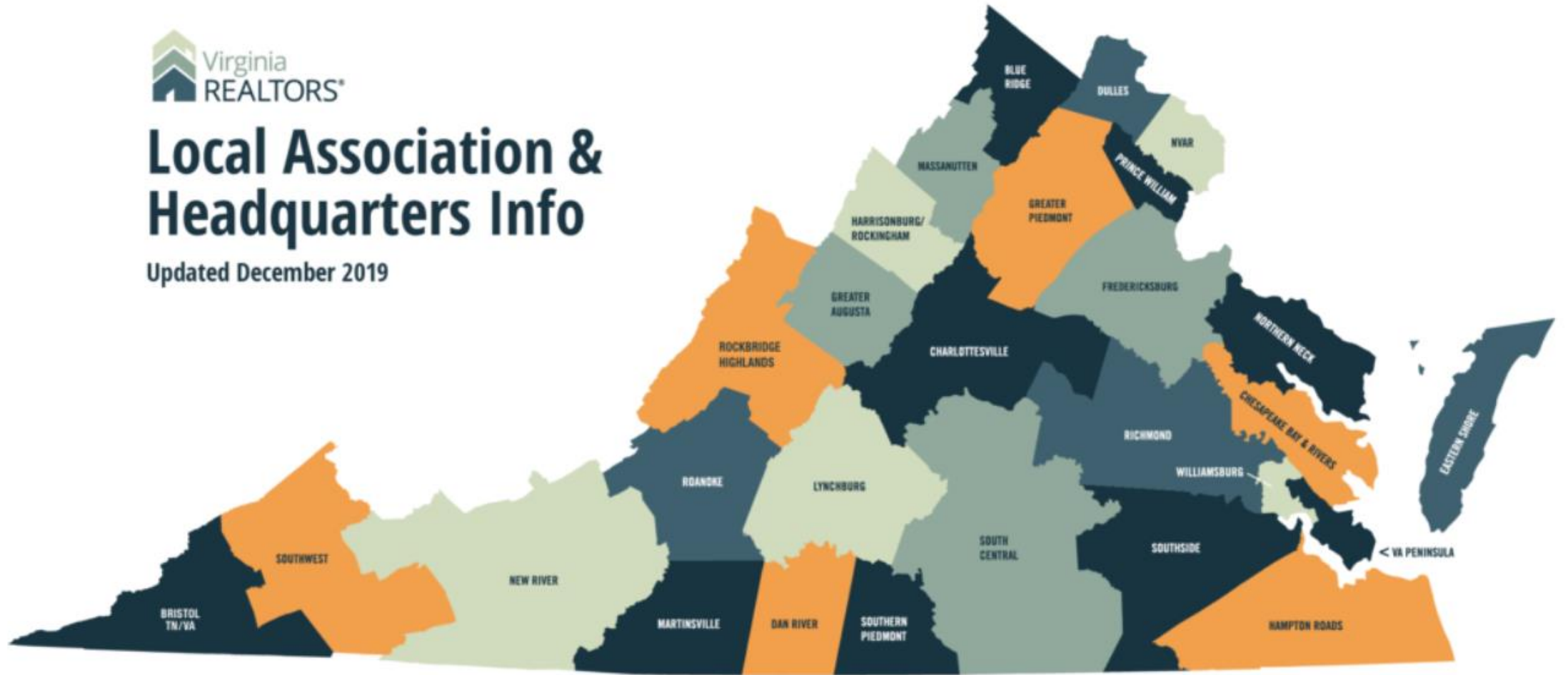
Charlottesville Association of REALTORS®





Local Association & Headquarters Info

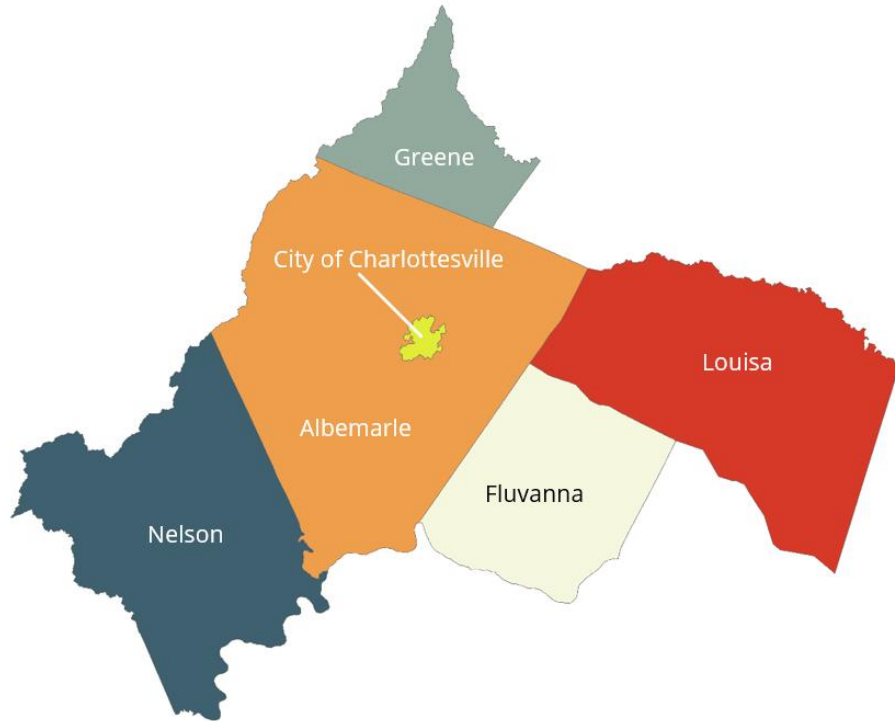
Updated December 2019



28 Local Associations



Footprint



1. City of Charlottesville
2. Albemarle County
3. Fluvanna County
4. Greene County
5. Louisa County
6. Nelson County

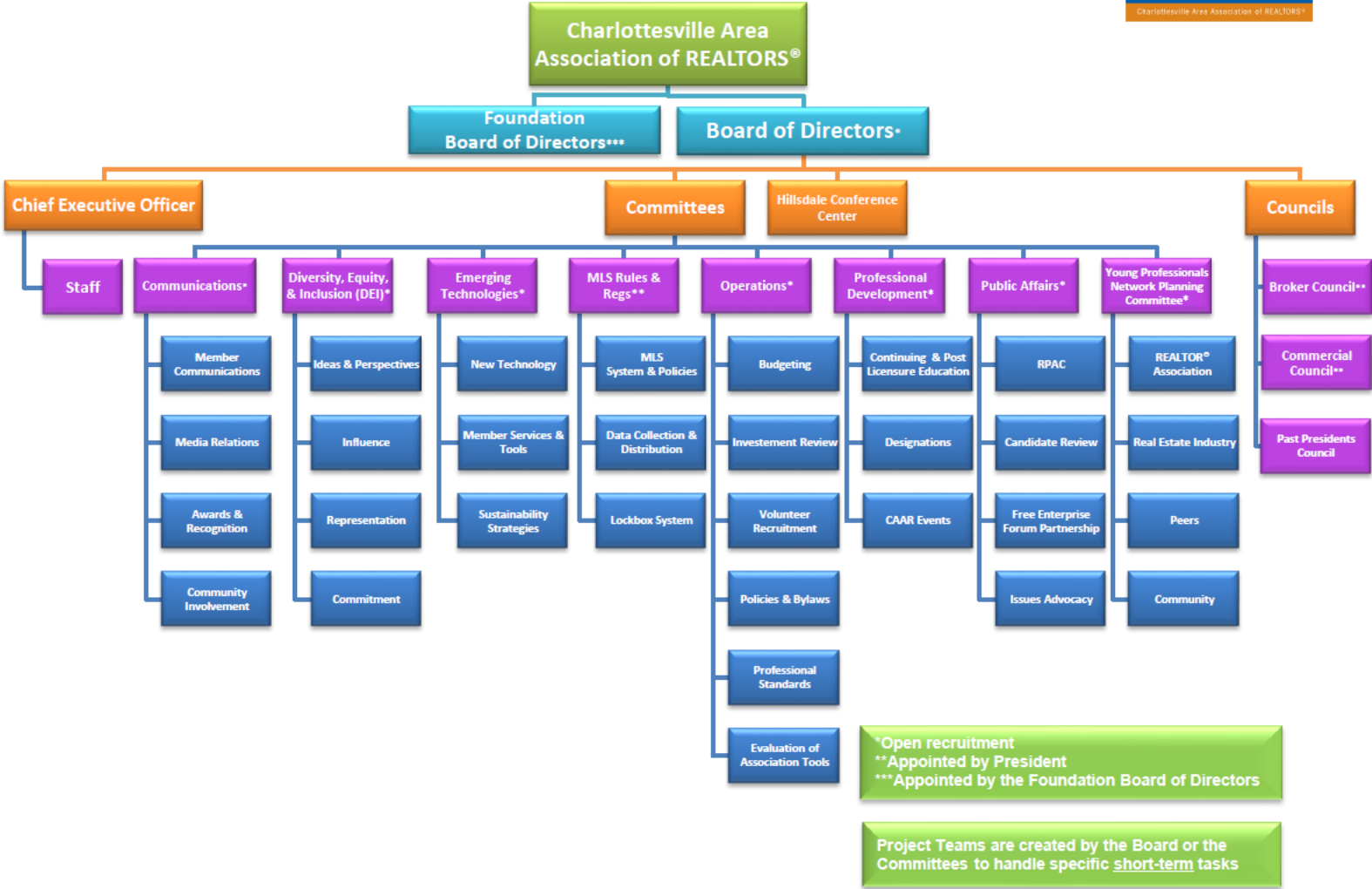
What is CAAR?



1. Association
2. Central Virginia School of Real Estate
3. Residential Multiple Listing Service
4. Commercial Multiple Listing Service
5. Hillsdale Conference Center
6. CAAR Foundation



CAAR is a Member-led Organization



Financial Approach



2025 Financial Decision Matrix

1. Review fees individually and as a total package
2. Continue to prioritize services that provide value to CAAR members
3. Evaluate and reduce costs for underutilized services
4. Review demographics of current CAAR membership
5. Be conservative in membership retention projections
6. 2025 budget recommendations analyzed and recommended by multiple volunteer groups



2025 Financial Decision Results



1. Equitable increase in dues and service fees in every category
2. Cut costs where possible (e.g., usage per product/system; apply for more NAR/VAR grants)
3. Utilize funds available in CAAR reserve fund



Dues – NAR, VAR, & CAAR
Service Fees - CAAR



National Association of REALTORS® Dues

Item	2024	2025	\$ Variance
NAR Member Dues	\$156	\$156	-
NAR That's Who We R Ad	\$45	\$45	-



Virginia REALTORS® Dues

Item	2024	2025	\$ Variance
VAR Member Dues	\$192	\$197	\$5.00

* VAR Bylaws allocate an annual due increase



CAAR Dues

Item	2024	2025	\$ Variance
CAAR REALTOR® Dues	\$390	\$425	\$35
CAAR Affiliate Dues (single)	\$285	\$310	\$25
CAAR Affiliate Dues (group; first 2 ppl)	\$410	\$450	\$40



CAAR – Residential MLS Participation

Item	2024	2025	\$ Variance
Paragon Service Application Fee (one-time)	\$360	\$370	\$10
MLS Only Annual Dues	\$250	\$275	\$25
Paragon Service Fee	\$117/quarter (\$39/month)	\$126/quarter (\$42/month)	\$9/quarter (\$3/month)
MLS Support Staff Fee	\$150	\$175	\$25



CAAR - Commercial MLS Participation

Item	2024	2025	\$ Variance
Catylist Service Application Fee (one-time)	\$150/quarter (\$50/month)	\$162/quarter (\$54/month)	\$12/quarter (\$4/month)
MLS Support Staff Fee	\$150	\$175	\$25



CAAR – MLS Data Management

Item	2024	2025	\$ Variance
MLS Data Feed Registration (one-time)	\$350	\$375	\$25
MLS Data Feed Annual Fee	\$600	\$650	\$50



CAAR – SentiLock

Item	2024	2025	\$ Variance
Key Service Activation Fee (one-time)	\$50	\$60	\$10
SentiLock Service Fee	\$90/quarter (\$30/month)	\$105/quarter (\$35/month)	\$15/quarter (\$5/month)

*** Lockbox fee will remain at \$125/unit**



Suggested Contributions

Suggested Contributions



REALTOR® Benefits

A large orange circle is positioned on the right side of the slide. A white horizontal line is drawn across the bottom of the orange circle.

National Association of REALTORS® Benefits



National Association of REALTORS® Benefits

NATIONAL ASSOCIATION OF REALTORS® Search REALTOR® Store Contact Pay Dues

NAR REALTOR BENEFITS®

Insurance & Finance Travel & Auto Home & Lifestyle Marketing Technology Education

Membership

NAR REALTOR Benefits® partners with select companies to create exclusive, customized offers that specifically help you save on solutions that boost your business and best serve your clients.

[View all partners alphabetically](#) | [See latest news and offers](#)

Search NAR REALTOR BENEFITS



National Association of REALTORS® Benefits

Collapse All —



Insurance & Finance

Receive exclusive access to health, dental, vision, and other insurance options, including savings on auto, home, and E&O. Plus, member-only financial services and planning offers. See all partners.

- IRAR Trust Company +
- Liberty Mutual +
- REALTORS® Insurance Place +
- SoFi +
- Victor Insurance Managers LLC +



Travel & Automotive

Save time and money on the road with discounted pricing and special offers on rental cars and travel. See all partners.

- Avis +
- Budget +
- Hertz +
- NAR Travel Club +
- SIXT +
- SnoopDrive: NAR Auto Protection +



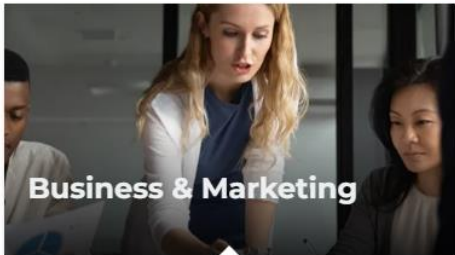
Home & Lifestyle

Refresh and protect your home with special pricing and offers from consumer product and appliance industry leaders. See all partners.

- 1-800-GOT-JUNK? +
- BOSSCAT Home Services +
- Chirpyest +
- Curbio +
- GE Appliances Store +



National Association of REALTORS® Benefits




Business & Marketing

Stand out from the crowd with print and copy services, REALTOR®- logo branded items, special offers on marketing opportunities, and targeted digital advertising campaigns to help grow your business. See all partners.

FedEx (Office)	+
FedEx (Shipping)	+
.REALTOR™	+
REALTOR Team Store®	+
RealEstateAgents.com by ReferralExchange	+
Rental Beast	+

Less -




Technology

Stay current with the latest in tablet, laptop, PC, printer, and smartphone technology from industry leaders, and receive exclusive pricing on the hottest tech and mobile services. See all partners.

Dell	+
DocuSign	+
Lenovo	+
RentRedi	+
Securus ID	+
SentriLock	+

Less -



Education

Enhance your skills and receive special pricing on select online courses that apply toward real estate designations and certifications, offered through the Center for REALTOR® Development, plus other offerings to improve your industry knowledge. See all partners.

ABR® Designation Course	+
AHWD Certification Course	+
CIPS Designation Course	+
e-PRO® Certification Course	+
GREEN Designation Course	+
HFR Certification Course	+
MRP Certification Course	+
PSA Certification Course	+
RSPS Certification Course	+
SFR® Certification Course	+
SRES® Designation Course	+



Virginia REALTORS® Benefits

So, just what does your membership get you?

VIRGINIA REALTORS® BENEFITS AT A GLANCE

Virginia REALTORS®, your state-level REALTOR® association, equips you with tools to keep your business running successfully. The largest trade association in the commonwealth, Virginia REALTORS® protects the interests of REALTORS® and their clients. Your membership provides resources for risk management and professionalism.

LEGAL RESOURCE LIBRARY

The Legal Resource Library houses the legal resources REALTORS® need in one easy-to-search webpage. From new laws, to disclosure requirements, we provide the intel you need.

LEGAL HOTLINE

Our team of lawyers is here to answer important questions about your real estate transactions quickly and accurately (usually within three business hours). Any member can submit questions to the Legal Hotline via the VAR website, virginiarealtors.org/legal-hotline.

REAL ESTATE FORMS

Virginia REALTORS® provides a full library of free forms to use in your transactions. These forms are reviewed and updated regularly.

MARKET REPORTS

YOUR Chief Economist puts together monthly **statewide** Home Sales Reports, sharing insights on the latest sale trends. This valuable information is also shared via podcasts, short videos, and blogs.

LEARNING CENTER

Take advantage of first-rate educational opportunities to stay ahead of the game. Our online Learning Center is an easy-to-navigate website that serves as a hub for ALL things related to Virginia REALTORS® education, training, and events. View approved curriculum and courses for your post-license and CE requirements.

GOVERNMENT RELATIONS & RPAC

Did you know we have a team advocating for the laws and regulations that protect and shape your industry? The REALTORS® Political Action Committee (RPAC) is your way to get involved.

FOREWARN SAFETY APP

FOREWARN is an app that brings extra intelligence to the real estate industry to help ensure safer engagements and smarter interactions. On the app, you can instantly verify identity, criminal records, financial information, property records, and more. Verifying your prospects on FOREWARN is also a benefit to your listing homeowners, providing an added layer of protection for their homes and families.




PROTECTING YOUR BUSINESS. OUR PRIORITY.
MORE AT VIRGINIAREALTORS.ORG/MEMBER-BENEFITS

SCAN HERE!



Virginia REALTORS® Benefits



VIRGINIA REALTORS® BENEFITS AT A GLANCE

NEWSLETTERS

Get the most up-to-date, Virginia-specific real estate information curated just for our members to keep you informed and improve your business via e-news (every Friday), and our monthly Broker News, PM News, and Learning Center Spotlight newsletters.

EVENTS

Network with Virginia's top REALTORS® while receiving premier education from the industry's leading experts. Multiple fun, energetic & enriching events are scheduled throughout the year.

RENTSPREE

Virginia REALTORS® partners with RentSpree, an innovative (and complimentary) tenant screening platform. RentSpree is a useful tool that automates rental transactions, at no cost to you! This application and screening suite collects a completed application package from every tenant.

SKYSLOPE

Utilize free access to SkySlope Forms & DigiSign, a digital transaction management system that is user friendly AND provides 24/7 tech support.

TECH HELPLINE

Have ANY technology problems or questions? Contact the Tech Helpline via email at support@techhelpline.com or by phone at 1-800-276-4216.

HOUSINGWIRE

Get the latest industry news, data, and research insights that are sure to help you with your business. Unlock unlimited article access across HousingWire, RealTrends, and many more exclusive HW+ benefits!

PODCASTS

Our subject matter experts create podcasts that keep you up to date through fun, conversational formats.


- The **Caveat REALTOR® legal podcast** provides the legal updates YOU need on-the-go. New episodes published weekly.
- The **Rooflines podcast** from the Virginia REALTORS® Research Team features Virginia real estate market topics that impact your business.

PEARL INSURANCE

Our Plus coverage is trusted by REALTORS® across the country. We understand the ever-changing needs of your industry and work diligently with our partner carrier, AXA XL, to offer the latest and most important coverage. Worried about cyber-attacks? We now supplement our Plus program with essential cyber endorsements. Visit pearlinsurance.com or call 855-465-0200 for more information.

HEALTHCARE RESOURCES

We have gathered healthcare options for Virginia REALTORS® members on an easy-to-browse resource page! Start looking at options now on virginiarealtors.org/healthcare.

 **PROTECTING YOUR BUSINESS. OUR PRIORITY.**
MORE AT VIRGINIAREALTORS.ORG/MEMBER-BENEFITS

SCAN HERE!




CAAR Benefits – Services/Products

Complimentary services/products include:

- TransactionDesk – Authentisign
- CRS Data
- Single Sign On (SSO) Dashboard
- CAAR Member Portal (i.e., pay a bill, calendar, etc.)
- mycaar.com – residential public search engine – back-end ability to collect leads
- cvcmis.com – commercial public search engine
- Dedicated customer support per service/product (e.g., Paragon, SentiLock, TransactionDesk – Authentisign, etc.) – located on the Paragon homepage



CAAR Benefits -Services/Products

Paragon benefits:

- CAAR has a residential MLS data share agreement with:
 - Harrisonburg-Rockingham Association of REALTORS®
 - City of Harrisonburg
 - County of Rockingham
 - Greater Augusta Association of REALTORS®
 - County of Augusta
 - City of Waynesboro
 - City of Staunton



CAAR Benefits -Services/Products

- CAAR has a Bright MLS data share agreement:
 - Albemarle
 - City of Charlottesville
 - Culpeper
 - Fauquier
 - Fluvanna
 - Greene
 - Louisa
 - Madison
 - Nelson
 - Orange
 - Page
 - Rappahannock
 - Spotsylvania



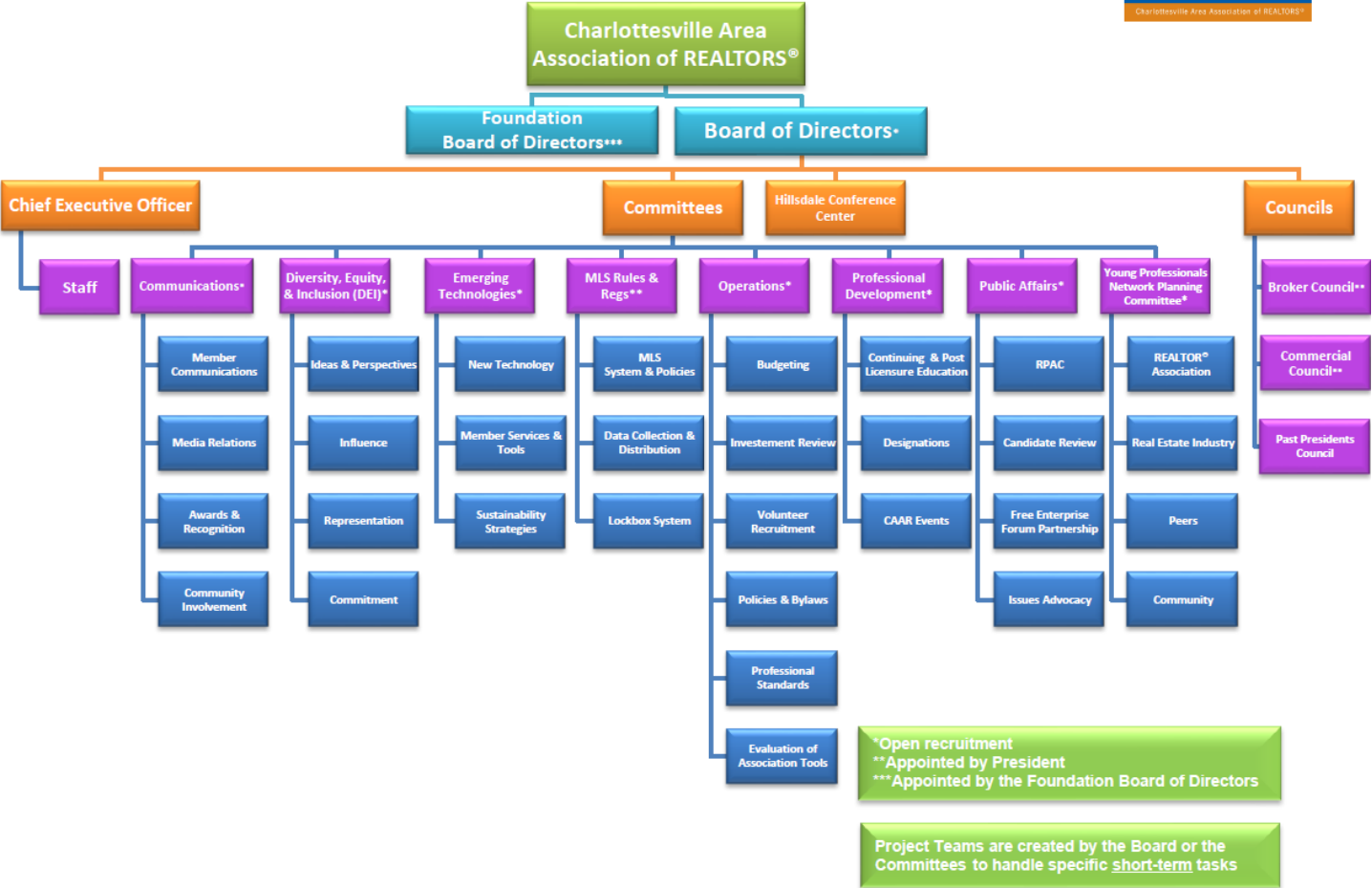
CAAR Benefits- Networking

- Over 200 affiliates members within 61 companies available to you and your clients
 - Home Inspectors
 - Home Maintenance & Improvements
 - Housing Programs
 - Insurance & Warranty
 - Law Offices
 - Mortgage & Financial Specialists
 - Moving, Organization, and Removal
 - Public Relations and Publications
 - Residential & Commercial Builders
 - Solar
 - Title Insurance & Settlement Companies
 - Tourism & Hospitality
 - Web Design, Videography, & Photography



CAAR Benefits- Networking

- Volunteer on a committee or council – long-term commitments & short-term commitments – open to REALTORS® and affiliates



*Open recruitment
 **Appointed by President
 ***Appointed by the Foundation Board of Directors

Project Teams are created by the Board or the Committees to handle specific short-term tasks



CAAR Benefits – Networking

- Complimentary General Membership Meetings (GMMs) – meet new and experienced REALTORS® as well as affiliates
- Charlottesville Young Professional Network (YPN) - professional development and socials
- Community partner volunteer events/days (e.g., build days, food pantries, bell ringing, etc.)



CAAR Benefits – Awards Program

- **Real Estate Awards**
 - **Affiliate of the Year**
 - **Good Neighbor Award**
 - **Hall of Fame**
 - **REALTOR® Ethics in Action**
 - **REALTOR® of the Year**
 - **Rising Star of the Year**
 - **Sales Associate of the Year**
- **Professional Honor Society**



CAAR Benefits – Professional Development

- Post-Licensure Education (PLE)
- Continuing Education (CE)
- Broker Management Continuing Education (BM CE) classes
- National Association of REALTORS® certifications and designations
- Discounts on PLE, CE, and BM CE courses through The CE Shop
- Complimentary training on REALTOR® services/products (i.e., TransactionDesk, etc.)
- Complimentary General Membership Meetings (GMMs) and Latte and Learns with subject matter experts
- New REALTOR® Incentive Program - includes a rebate!
- Pat Jensen Leadership Academy - turn your participation into leadership!



CAAR Benefits – Ethical Environment

- REALTORS® abide and act by the REALTOR® Code of Ethics and Standards of Practice
- If a complaint is filed, you will be heard by a Grievance review, Ethics, & Arbitration hearing panel
- Ability to serve on the Professional Standards Committee
 - Must complete mandatory training



CAAR Benefits – CAAR Office

- Available 8:30 a.m. – 5 p.m., Monday – Friday
- Professional and reliable staff
 - Phone, email, and one-on-one meetings
- REALTOR® Store offers sign riders, lockboxes, gifts, REALTOR® branded gear, and more (available on-site and via the SSO Dashboard)
- Developing a new caar.com website – modern, easy to use, etc. - two dedicated areas:
 - Members
 - The Public



CAAR Benefits- Hillsdale Conference Center

- Complimentary 2-hour rental of member offices where you can work or meet with clients – comes with round table, four chairs, a big screen TV, and an HDMI cable
- Member discounts for 2-hour, half-day, and full-day on all other room rentals
- Available for meetings, seminars, trainings, holiday celebrations, weddings, baby showers, graduation parties, family reunions, etc.



CAAR Benefits – Advocacy

- **Protect property rights and homeownership opportunities by participating in Public Affairs events/activities and call for actions (CFAs)**
 - **Events**
 - **REALTOR® Day on the Hill**
 - **Property Rights Luncheon**
 - **Pancakes & Politics – Mon., Dec. 9th, 7:30 – 9:30 a.m., Hillsdale Conference Center - FREE**
 - **Movements**
 - **City zoning campaign**
 - **Albemarle County GIS update request**



CAAR Benefits – Advocacy

- Support the REALTORS® Political Action Committee (RPAC) and protect your business
 - Events
 - Young Professionals Network (YPN) Waterpalooza
 - Murder Mystery Dinner – Tues., Oct. 8th, 4 – 7 p.m., Hillsdale Conference Center - \$25
- Promote a fair, equitable marketplace
- Advocate for fair housing
- Follow the Free Enterprise Forum - inspiring positive public policy



CAAR Benefits – Communications

- Weekly e-newsletter (News Group)
- Complimentary Monthly Market Indicator Reports and infographics
- Complimentary Quarterly Sales Reports and infographics
- Promote the value of the REALTOR® via social media, advertising, etc.
- Promote the REALTOR® in the community via social media, advertising, etc.
- Connect and follow CAAR's member and public social media channels
 - Members
 - CAAR LinkedIn Group
 - CAAR Facebook Group
 - CAAR YPN Facebook Group
 - CAAR YouTube Channel – recordings of GMMs, Latte and Learns, etc.
 - Public
 - CAAR LinkedIn Page
 - CAAR Facebook Page
 - CAAR Instagram
 - CAAR X (formerly known as Twitter)



Wrap up

Audience Questions



Questions

Use the Q&A feature in your Zoom toolbar





THURS., SEPT. 12TH, 9 A.M. - 3 P.M., THE POINT CHURCH

SPEAKERS & INSTRUCTORS:



NAR ECONOMIC UPDATE:
Brandi Snowden
National Association of REALTORS®
Director, Member and Consumer
Survey Research



NAHB ECONOMIC UPDATE:
Danushka Nanayakkara-Skillington
National Association of Home Builders
AVP Forecasting & Analysis



LOCAL ZONING UPDATES:
Neil Williamson
Free Enterprise Forum
President



Q&A MODERATOR:
Ryan Price, AICP
Virginia REALTORS®
Chief Economist



CE CLASS INSTRUCTOR:
John Addison Barnhardt
Grisham & Barnhardt
Real Estate & General Litigation
Attorney

IGNITE INSTRUCTORS



Dalton Campbell



Seth Coogan



Carl Garrett



Alex Rayfield



Ty Smith

EXPO HALL VENDORS:



REGISTER FOR \$25 ON THE EDUCATION & EVENTS CALENDAR



SCHEDULE AT A GLANCE:

8:15 - 9 a.m.	Expo Hall	Registration, Coffee, & Networking
9 - 9:15 a.m.	Auditorium	Welcome & Announcements
9:15 - 9:30 a.m.	Auditorium	Local Zoning Updates with Neil Williamson
9:50 - 10:50 a.m.	Auditorium	Understanding Earnest Money Deposits Instructor, Addison Barnhardt (Pending Approval: 1 hr. Contract CE Credit)
9:50 - 10:10 a.m.	Classroom	Ignite Session: 10 Financial Tips for REALTORS® Instructor, Dalton Campbell
10:15 - 10:35 a.m.	Classroom	Ignite Session: Videography Instructor, Seth Coogan
11 - 11:20 a.m.	Classroom	Ignite Session: Increase Your Business by Understanding Reverse Lending Instructor, Carl Garrett
11:10 a.m. - 12:10 p.m.	Auditorium	Identifying Real Estate Transactional Red Flags Instructor, Addison Barnhardt (Approved: 1 hr. Contract CE Credit)
11:25 - 11:45 a.m.	Classroom	Ignite Session: Water Quality Education Instructor, Alex Rayfield
11:50 a.m. - 12:10 p.m.	Classroom	Ignite Session: Major Factors that Influence Credit Scores Instructor, Ty Smith
12:10 - 12:50 p.m.	Student Life Room	LUNCH
12:50 - 1:25 p.m.	Auditorium	National Association of REALTORS® Economic Update Speaker, Brandi Snowden
1:25 - 2 p.m.	Auditorium	National Association of Home Builders Economic Update Speaker, Danushka Nanayakkara-Skillington
2 - 2:15 p.m.	Auditorium	Q&A moderated by Virginia REALTORS® Chief Economist, Ryan Price
2:15 - 2:30 p.m.	Auditorium	Closing & Raffles

THANK YOU TO OUR CONFERENCE BAG SPONSOR:



REGISTER FOR \$25 ON THE EDUCATION & EVENTS CALENDAR



Thank you!
