

MINUTES
Charlottesville Area Association of REALTORS®
Communications Committee
Tuesday, June 23, 2026
Hillsdale Conference Center/Zoom

Attendance

Present: Larry Saunders (Chair), Jessica Saadut (Vice Chair), Joy Collins, Pat Crabtree (remote), Martha McVey (remote), Trish Owens, Sabrina Thompson (remote), Jessica Russo (Board Liaison) (remote), Arleen Yobs (remote). Excused: Jackie Callo. Staff: Ali DiGuardo, Teresa Kirkhart.

Welcome and Call to Order

Chair Saunders called the meeting to order at 2 p.m. Vice Chair Saadut reviewed the CAAR Antitrust Statement.

Minutes

The minutes from the May 15, 2026 meeting were approved as presented.

Old Business

April Motion

The Board of Directors approved the motion. Staff will work to incorporate the appraisal content into the 2026 Professional Honor Society (PHS) form. The Committee will review the mock PHS form at their July meeting – to be schedule.

New Business

Q3 & Q4 Proposed Marketing Plan

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY APPROVED** to apply for a \$2,500 Virginia REALTORS® Community Engagement Grant to advertise the REALTOR® in the community and the CAAR Foundation benefit concert for Q3.

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY APPROVED** to invest in a \$2,340 Charlottesville Area Transit advertising campaign to advertise the value of a REALTOR® for Q3 using the 2026 advertising budget.

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY APPROVED** to invest in a \$750 Spotify campaign to advertise the REALTOR® in the community for Q3 as well as a \$750 Spotify campaign to advertise the REALTOR® in the community for Q4 using the 2026 advertising budget.

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY APPROVED** to invest in a \$250 *Albemarle Magazine* email newsletter ad campaign to advertise the value of a REALTOR® for Q3 using the 2026 advertising budget.

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY APPROVED** to invest in a \$1,400 *Albemarle Magazine* campaign - \$500 email newsletter ad and \$900 1/3 ad in the October/November issue - to advertise the REALTOR® in the community for Q4 using the 2026 advertising budget.

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY APPROVED** to invest in a \$2,500 with the Charlottesville Radio Group campaign to advertise the REALTOR® in the community and the CAAR Foundation for Q4 using the 2026 advertising budget.

A **MOTION** was **MADE, SECONDED** and **UNANIMOUSLY** to invest \$1,840 in the *CharlottesvilleFamily* - \$625 in the Relocation Flipbook to advertise the value of a REALTOR® and \$1,215 in the Go-To Guide to advertise the REALTOR® in the community - for Q4 using the 2026 advertising budget.

Adjourn

Chair Saunders went over the list of important dates and reminders. Chair Saunders adjourned the meeting at 2:56 p.m.

Respectfully submitted, Ali DiGuardo Staff Liaison