



# YOUR ACAR DUES DOLLARS AT WORK

\*ACAR is responsible for collecting local, state and national dues.

As you think about the value of your ACAR Membership, take a look at the detailed breakdown below. It is designed to show you what a smart decision you're making based on the benefits you receive...

- Strategy & Leadership
- Operations
- Facilities
- Advocacy & Outreach
- Professionalism
- Technology & Communication



**STRATEGY & LEADERSHIP**  
Strategic planning, professional & leadership development, regionalism, engagement at NAR and Ohio REALTORS®

**\$49.66**



## OPERATIONS

Member processing, member support, accounting, supplies

**\$47.58**



## FACILITIES

Broadview Heights office, Free WiFi, REALTOR Essentials Store, meeting space, coffee bar

**\$21.13**



## ADVOCACY & OUTREACH

Working with local governments, #HomeForAll, improving neighborhoods

**\$52.05**



## PROFESSIONALISM

CE, designation courses, arbitration, mediation, networking, YPN, DEI, Four Corners Initiative

**\$48.96**



## TECHNOLOGY & COMMUNICATION

Technology & software, website improvements, target marketing, social media, advertising

**\$40.62**



# ACHIEVEMENTS AND SUCCESSES

Together we have celebrated many strategic successes on our path to becoming a strong and valuable Association that supports our members and makes the real estate market a better place to do business



## ADVOCACY & OUTREACH

- ACAR has applied for and received nearly \$400,000 in REALTOR® Party Grant funds to further our public policy positions, build relationships with legislators and community leaders, as well as fostering stronger communities. Funds support projects such as ongoing efforts to educate the public about the importance of removing point-of-sale policies, which are barriers to homeownership. We have also supported the creation of new community amenities, such as pocket parks and pedestrian plazas.
- ACAR awarded a \$10,000 grant from the #HomeForAll Community Fund to a local organization providing housing to women aged 16-24 years. They also provide rental assistance to others not living in one of their properties, have a food pantry, provide utility assistance and more.



## PROFESSIONALISM

- Professional development opportunities are available through onsite c.e. programming at the ACAR office, live online and hosted at other locations throughout Cuyahoga, Portage and Summit Counties.
- The Suburban Road Show: Becoming Familiar With Series—the foundation of ACAR's Four Corners Initiative—continues to educate members on important happenings in our communities.
- Annually, Designation and Certification courses are offered on a range of specialties such as ABR, e-Pro, RENE, SRES and many others.
- ACAR's Harold L. Klarreich Scholarship Foundation encourages the study of real estate. Scholarships are available for members, up to \$500 every calendar year, toward the final course required for a National Association of REALTORS® Designation or Certification.



## TECHNOLOGY & COMMUNICATION

- The newly redesigned website will feature will feature specialized information covering each of the pillars of the ACAR Strategic Plan along with new and easier navigation for members.
- The REALTOR® Essentials Store can be accessed in person during regular office hours or 24/7 by using our online store at [realtoressentialsstore.com](http://realtoressentialsstore.com).
- ACAR continues to seek out and offer opportunities for members to take advantage of tech offerings, such as RPR-Realtors Property Resource® and Forewarn®.
- We have advanced our presence in the world of social media updating members on multiple platforms including Facebook, Twitter, and Instagram AND we continue to add to the suite GIPHY Stickers for ACAR members to use as a part of their social media posts. In the world of audio, we continue to host the #HomeForAll Podcast which has been wildly successful with both regular weekly episodes and an additional weekly summer series (Fast Lane Learning). Along with the podcast we have jumped into the video arena posting videos from our president, the CEO and our VP of government affairs .
- We continue to offer the popular online auction process for our annual RPAC Auction and are taking steps toward the paperless world by using digital programs, magazines, election ballots, and more as circumstances allow.



## STRATEGY & LEADERSHIP

- ACAR leadership continues to move forward with another three-year Strategic Action Plan beginning in January 2024.
- To be an effective leader in the real estate industry, our communities and the business world, ACAR invests in professional and leadership development for volunteer leaders and staff. This includes having a strong state and national voice. This investment has resulted in 45 members receiving Ohio REALTOR® Committee appointments, 59 Ohio REALTOR® Directors, 19 NAR appointments, and 7 NAR Directorships.

## ACAR's TOMORROW

ACAR aims to be The Leading Voice & Trusted Resource for real estate excellence via Advocacy & Outreach, Professionalism and Connectivity. Current strategies are to:

- Increase member value and involvement through real estate technology and innovation
- Serve all ACAR areas via Membership Outreach initiatives including broker outreach, impactful business and civic partnerships, at regional community events, and through personalized messaging.
- Make communities in our footprint accessible, welcoming and thriving for all who live and work there through our #HomeForAll initiative.
- Improve our communities through REALTOR® information, involvement, investment and influence.
- Explore regional strategies that will increase cooperation, industry standards and service levels.