



# ST. LOUIS REALTORS®

## 2022 ANNUAL REPORT

### HISTORY

**CELEBRATING**  
**145 YEARS**  
SERVING ASSOCIATION MEMBERS

### MEMBERSHIP & FINANCE

**9,400+**  
**MEMBERS**

including 510 Affiliate members and 680 Commercial Division members.

**OVER 1,100**  
NEW AND REINSTATING MEMBERS  
on-boarded by Membership Department.

### DIVERSITY, EQUITY & INCLUSION

**HIRED DIRECTOR OF DIVERSITY, EQUITY, & INCLUSION TO DRIVE & IMPLEMENT DEI INITIATIVES.**

### ASSOCIATION APOLOGY

DEMONSTRATING OUR COMMITMENT TO DECREASING THE RACIAL WEALTH GAP AND IMPLEMENTING POSITIVE CHANGES CONCERNING UNFAIR HOUSING THROUGHOUT THE METROPOLITAN ST. LOUIS REGION.

**3 DIVERSITY, EQUITY, AND INCLUSION EVENTS WERE HELD THROUGHOUT THE YEAR.**

**FAIRHAVEN: FAIR HOUSING SIMULATION REQUIRED FOR ALL NEW MEMBERS**

### MARKETING & COMMUNICATIONS

**1,048,303**  
WEBSITE PAGE VIEWS

#### TOP VISITED WEBPAGES:

1. CONTRACTS & FORMS
2. CE CLASS OFFERINGS
3. MONTHLY HOUSING REPORT



**FOUR QUARTERLY REALTOR® REPORTS**  
DIGITALLY RELEASED



**34% EMAIL OPEN RATE**



**19% FOLLOWER INCREASE**



**4% FOLLOWER INCREASE**



**595 PODCAST LISTENERS**

### RPAC

**\$204,804**  
**WAS RAISED**  
FROM 2,534 MEMBERS

**58**  
**MAJOR INVESTORS**

**11 PRESIDENT'S CIRCLE MEMBERS**



### LEGISLATIVE VICTORIES

#### Legislation Passed:

- Passed legislation to remove racially restrictive covenants (MO)
- Passed clear title legislation to improve St. Louis City's LRA (MO)
- Protected Historic Tax Credits and Low Income Housing Tax Credits (MO)
- Defended 1031 like-kind exchanges (NAR)
- Repealed a rental cap ordinance in Berkeley
- Defeated a Dwelling Unit Reduction Surcharge in the City of St. Louis
- Passed an Accessory Dwelling Unit (ADU) ordinance in Maplewood.

#### Advocacy in Review:

- Convened the Safer + Simpler St. Louis County coalition
- Drafted legislation for 2023 with the Land Bank Coalition
- Improved permitting in St. Louis County
- Place-making project at N. Hanley MetroLink station
- More than \$270,000 in grants to support our advocacy efforts

## EDUCATION



**15 MEMBERS FIRST:**  
HERE & NOW WEBINARS

**11 NEW MEMBER  
ORIENTATIONS**



**98 COMMERCIAL  
& RESIDENTIAL**  
CONTINUING EDUCATION (CE) CLASSES

**7 DESIGNATION/CERTIFICATION  
COURSES OFFERED TO MEMBERS**

### SPECIAL PRESENTATIONS & OFFERINGS:

- Debuted NAR's Bias Override: Overcoming Fair Housing Barriers
- Two REALTOR® safety events
- Two health insurance forums
- YPN 30 Under 30 Honoree Panel Discussion
- Cryptocurrency and Its Impact on Real Estate
- Two Managing Broker Forums



TOTAL ATTENDEES FOR 2022  
CLASSES AND WEBINARS: **11,383**

## COMMUNITY OUTREACH

**\$50,000** GIVEN IN CHARITABLE GRANTS BY  
THE REALTOR® HOUSING ASSISTANCE FUND

GIVEN FOR FLOOD RELIEF BY  
THE REALTORS® RELIEF FUND **\$119,000**

**REALTOR® VOLUNTEER DAY**   
ASSISTED IN IMPROVING HOMES IN THE ST. LOUIS AREA.

**DRESSER BUILD DAY**   
HELPED TO BUILD 60+ DRESSERS WITH HOME SWEET HOME.

## PROFESSIONAL STANDARDS

Complaints Filed (Jan-Dec):

Arbitration – **4**

Keybox – **1**

Ethics – **27**

Articles most frequently cited:

**1, 2, 3, 9, 12, & 15**

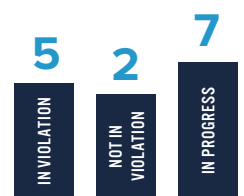
**54** Ombudsman Cases



COMPLAINTS FILED



GRIEVANCE COMMITTEE  
OUTCOMES



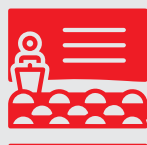
OUTCOME OF HEARINGS



## COMMERCIAL DIVISION



676 Members



15 Commercial  
CE Courses



Updated One & Created  
Two New Commercial Forms



5-Star NAR Accreditation



250+ Catylist  
Subscribers