



# ST. LOUIS REALTORS®

## 2024 ANNUAL REPORT

### MAJOR 2024 INITIATIVES



UPDATING OUR  
CONTRACTS & FORMS  
TO COMPLY WITH  
THE NAR SETTLEMENT

### MEMBERSHIP & FINANCE



8,800+  
MEMBERS

including 433 Affiliate members and 600 Commercial Division members.

OVER 775   
new and reinstating members  
on-boarded by Membership Department.

### DIVERSITY, EQUITY & INCLUSION

8 DIVERSITY, EQUITY, AND INCLUSION EVENTS  
WERE HELD THROUGHOUT 2024.



PROMOTED AND ADMINISTERED THE  
**NAR SPIRE**  
MENTORSHIP PROGRAM

PARTICIPATED IN  
**16** COMMUNITY  
EVENTS

DIVERSITY, EQUITY, & INCLUSION  
**6** MEMBERSHIP  
SCHOLARSHIPS



HELD A COMMUNITY ORGANIZATION  
**LISTENING FORUM**

### MARKETING & COMMUNICATIONS

OVER 123k  
WEBSITE USERS

TOP VISITED WEBPAGES:

1. RESIDENTIAL CLASSES
2. RESIDENTIAL AGENT SEARCH
3. CONTRACTS & FORMS



Website Blog Posts  
PUBLISHED IN 2024



30.3% AVG EMAIL OPEN RATE



1.8K FOLLOWERS



3% ENGAGEMENT INCREASE



STARTED USING REELS & STORIES  
ON FACEBOOK AND INSTAGRAM

### RPAC



\$199,039  
WAS RAISED  
FROM 1,939 MEMBERS

68  
MAJOR  
INVESTORS

10 PRESIDENT'S  
CIRCLE MEMBERS



### ADVOCACY VICTORIES

- Missouri REALTORS® and St. Louis REALTORS® defeated attempts to make it more difficult to amend the Missouri Constitution by initiative petition. Missouri REALTORS® has used initiative petition twice (2010 & 2016) successfully.
- Missouri REALTORS® and St. Louis REALTORS® protected Historic Tax Credits in Missouri—a tool widely used in the St. Louis area and across the state.
- Missouri REALTORS® and St. Louis REALTORS® had major legislative victories with the passage of HB 2062 (2024). It allows St. Louis County to create a land bank and includes four other legislative wins for REALTORS®.
- St. Louis REALTORS® worked with the Vacancy Collaborative to address vacancy in the City of St. Louis. St. Louis REALTORS® led the successful campaign to pass Proposition V in the November election.
- We had four REALTOR® members reelected to office across St. Louis County in April 2024. We had two members elected to the State House in November 2024.
- We received over \$445,000 in grants to support our advocacy and community efforts.

## EDUCATION



**12 MEMBERS FIRST WEBINARS:**

- PREPARING FOR THE NEW NORMAL
  - NAVIGATING THE POST-SETTLEMENT WORLD
- (870 Registrations Combined) —



**118 COMMERCIAL & RESIDENTIAL**

CONTINUING EDUCATION (CE) CLASSES  
— (9931 Registrations Combined) —

### CLASS BREAKDOWN

<b>102</b> COMMERCIAL CE	<b>101</b> IN-PERSON
<b>16</b> RESIDENTIAL CE	<b>17</b> VIRTUAL

## CONTRACT UPDATE SESSIONS



**3854 TOTAL REGISTRATIONS**

INCLUDING

PARTNER ASSOCIATIONS & MANAGING BROKER CONTRACT TRAINING

**22 IN-PERSON / VIRTUAL / HYBRID**

(TOTAL SESSIONS)

**5 DESIGNATION COURSES**  
(161 Total Registrations)



**4 YOUNG PROFESSIONALS NETWORK EVENTS**  
(480 Total Registrations)



## COMMUNITY OUTREACH

**\$45,000** GIVEN IN CHARITABLE GRANTS BY THE REALTOR® HOUSING ASSISTANCE FUND



HELPED THE  
**VETERANS COMMUNITY PROJECT**  
IN THEIR MISSION AND GOAL TO SUPPORT  
VETERANS LIVING IN TINY HOMES.



**DRESSER BUILD DAY**

MEMBERS BUILT 60+ DRESSERS WITH HOME SWEET HOME.



**REALTOR® VOLUNTEER DAY**

ASSISTED IN IMPROVING HOMES IN THE ST. LOUIS AREA.

## PROFESSIONAL STANDARDS

Complaints Filed (Jan-Dec):

Arbitration – **2**

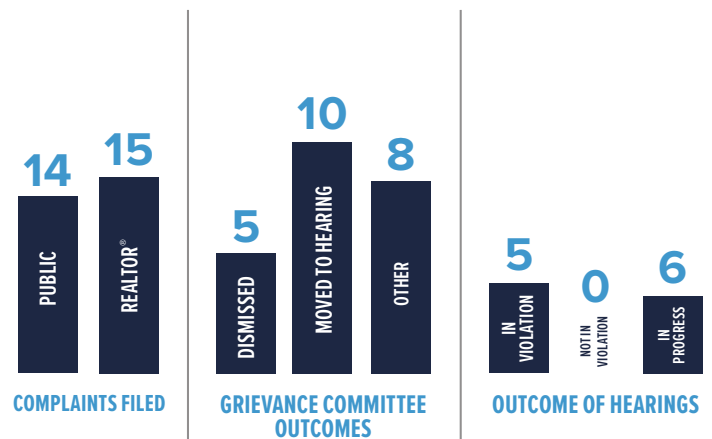
Keybox – **3**

Ethics – **24**

Articles most frequently cited:

**1, 2, 11, 12, & 15**

**27** Ombudsman Requests



## COMMERCIAL DIVISION



600+ Members

**MOODY'S**

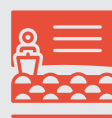
200+ Market Core  
Subscribers



Two Networking Events  
and Three Informational  
Lunch Programs



Released 17 New & Improved  
Forms and repaired  
the FormsRus Library



15 Commercial CE  
Classes Held  
(1,024 Attendees in Total)



Implemented  
Sponsorship Program  
for Affiliate Partners



Diamond-Level Commercial  
Services Accreditation