



ST. LOUIS REALTORS® 2025 ANNUAL REPORT



GOVERNANCE

FINANCIAL STRENGTH & SUBSIDIARIES ●●●



Delivered **SUCCESSFUL FISCAL YEARS** for both **ST. LOUIS REALTORS®** and **ST. LOUIS COMMERCIAL DATA SYSTEMS**, with timely, accurate reporting across the **ASSOCIATION, CIE, CCIM, AND RHAF**.



Received a **CLEAN AND UNMODIFIED 2024 AUDIT** and filed all 2024–25 tax and regulatory returns.

FACILITIES & REVENUE GENERATION ●●●

PROMOTED THE **ST. LOUIS REALTORS® CONFERENCE CENTER** as a revenue source with new marketing.



COMMUNICATIONS & BRANDING ●●●

UPDATED BRANDING FOR **OUR STRATEGIC PLAN**

updated our **SPONSORSHIP PROGRAM** for 2026



BUDGETING, DUES, & CASH MANAGEMENT ●●●

BUDGETING	DUES	CASH MANAGEMENT
Built the 2026 BUDGET IN PARTNERSHIP with the TREASURER, FINANCE COMMITTEE, AND ALL OTHER DEPARTMENTS to align with strategic priorities.	Executed 2025 DUES BILLING AND COLLECTIONS and completed a MAJOR REDESIGN OF THE 2026 DUES BILLING PROCESS .	Maximized INVESTMENT INCOME through ACTIVE CASH-FLOW MANAGEMENT and improved reconciliation methods.

RISK MANAGEMENT, SYSTEMS, & INFRASTRUCTURE ●●●

- Reduced the **Association's 2025 real estate assessments** by **roughly 30%** through a property tax appeal and **eliminated a \$10,000 NAR dues billing issue** by identifying and correcting membership data errors.
- Migrated the accounting system to an **updated Microsoft Dynamics platform** and moved all staff and conference-room devices to **Windows 11**.

CONTRACTS & FORMS ●●●

Coordinated **11 TASK FORCES** under the Contracts and Forms Committee to evaluate member suggestions and recommend changes.

STANDARDIZED TERMINOLOGY ACROSS THE FORMS LIBRARY BY REPLACING "selling broker" with "buyer's broker."

STAFF CULTURE & INTERNAL LEADERSHIP ●●●

ONBOARDED **5** NEW STAFF MEMBERS

ADVOCACY

LOCAL VICTORIES ●●●



Supported creation of the **St. Louis County Land Bank**.



Helped make **accessory dwelling units (ADUs)** easier to build in the City of St. Louis.

PLANNING, DEVELOPMENT REFORM, & RESEARCH ●●●



Advanced the **SAFER + SIMPLER MISSOURI** initiative toward a statewide building code.



Secured NAR grant funding to begin **DEVELOPMENT PROCESS REFORM** work in the city of St. Louis because of the May 2025 tornado.



Collaborated with **CITIZENS FOR MODERN TRANSIT (CMT) AND AARP** on a **transit and property values study**, examining Bus Rapid Transit lessons from peer cities.



Hosted the **COUNSELORS OF REAL ESTATE CONSULTING CORPS**, connecting the St. Louis Zoo's **Wildcare Park** expansion with the Spanish Lake community.

GRANT FUNDING ●●●

\$455,000

Approximately secured in **GRANT FUNDING**.

Funded by NAR, Missouri REALTORS®, and the Missouri Foundation for Health for, **DEI, tornado recovery, development reform, home repair research, and placemaking**—including complex Safer + Simpler reimbursements totaling **\$167,000**.

POLITICAL ENGAGEMENT & PUBLIC VOICE ●●●



Supported REALTOR® champions in **LOCAL ELECTIONS** and celebrated **APPOINTMENTS OF REALTORS® AND STAFF** to influential **PLANNING AND ECONOMIC BOARDS DEVELOPMENT**.



Generated **40+ EARNED MEDIA PLACEMENTS** that positioned St. Louis REALTORS® as a **LEADING VOICE ON HOUSING, DEVELOPMENT, AND COMMUNITY REVITALIZATION**.

RPAC ●●●



\$171,883

 | WAS RAISED FROM 1,699 MEMBERS

55 MAJOR INVESTORS



6 PRESIDENT'S CIRCLE MEMBERS



DEI (DIVERSITY, EQUITY, & INCLUSION)

EDUCATION & DIALOGUE

Inclusion Advisory Group's Annual

R.A.C.E: REMAGINING A CITY FOR EVERYONE EVENT



A PRIVATE SHOWING OF
America's Last Little Italy: The Hill



PLANNED & EXECUTED THE
CAN WE TALK?
three part series

REIMAGINING ST. LOUIS & HOMEOWNERSHIP EXPO



Released the Reimagining St. Louis:
Increasing Black Homeownership Report

REAL ESTATE MENTORSHIPS PROGRAM HIGHLIGHTS

REVAMPED & REBRANDED NAR SPIRE INTO

REAL ESTATE MENTORSHIPS: YOUR KEYS TO SUCCESS

DEVELOPED AND UPDATED CURRICULUM AND MATERIALS

FACILITATED **8** VIRTUAL LEARNING SESSIONS

SCHOLARSHIPS & LEADERSHIP



Refined processes for the Reimagining St. Louis Scholarship
6 SCHOLARSHIPS AWARDED.



Partnered with the Leadership Academy to provide
2 SCHOLARSHIPS.



SUPPORTED THE NATIONAL ASSOCIATION OF REAL ESTATE BROKERS (NAREB), THE NATIONAL ASSOCIATION OF HISPANIC REAL ESTATE PROFESSIONALS (NAHREP), AND THE COMMERCIAL & INDUSTRIAL REAL ESTATE BROKERS, INC. (CIREB) ON THEIR INITIATIVES

COMMUNITY OUTREACH

TORNADO RELIEF & DISASTER RESPONSE

\$342,951 IN DIRECT HOUSING ASSISTANCE WAS DELIVERED TO TORNADO VICTIMS.

385 APPLICATIONS APPROVED FOR A TOTAL OF \$322,784 THANKS TO NAR'S REALTOR® RELIEF FOUNDATION.

\$72,156 WAS RAISED AND GRANTS WERE DISTRIBUTED TO SEVEN TRUSTED LOCAL ORGANIZATIONS.

COMMUNITY FACING EDUCATION & EVENTS

HOSTED

4th Annual REIMAGINING ST. LOUIS EXPO

30 EXHIBITORS + 6 CLASSES

Organized A **REALTOR® REBUILD DAY**



PLACEMAKING & NEIGHBORHOOD LIVABILITY

PARTNERED WITH CITIZENS FOR MODERN TRANSIT TO **TRANSFORM A SOULARD-AREA TRANSIT STOP**



MEMBER COMMUNICATIONS

Created a **TORNADO RECOVERY MEDIA KIT** and regularly pushed updates for members.

Delivered a calendar of robust **MEMBER AND COMMUNITY FACING PROGRAMS.**

PROFESSIONALISM

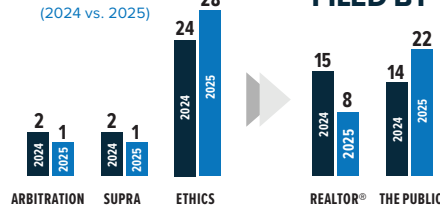
PROFESSIONAL STANDARDS & RISK MANAGEMENT INFRASTRUCTURE

Established systems to track professional standards statistics and linked case records to Association Management System (AMS).

DELIVERED PROFESSIONAL STANDARDS TRAINING TO

- Board of Directors
- Professional Standards Committee
- Grievance Committee
- Ombudsmen
- Mediators
- Director of Professional Standards and Risk Management

COMPLAINTS FILED (2024 vs. 2025)



TOP 3 ARTICLES MOST FREQUENTLY CITED:

ARTICLE 1: **21 TIMES**
ARTICLE 12: **8 TIMES**
ARTICLES 2 & 9: **7 TIMES**

OMBUDSMAN REQUESTS: **27 (2024) VS. 42 (2025)**



Implemented **Tether RE** as a new member safety benefit and integrated messaging into our risk-management narrative

EDUCATION, TRAINING, & CONTENT

DELIVERED **HIGH-VALUE PROFESSIONAL DEVELOPMENT.**

INCLUDING **WEBINARS, CE, CONTRACTS / FORMS SUPPORT, AND COMMERCIAL TOOLS**

10 NEW MEMBER ORIENTATIONS



Ensured accurate **REALTOR® POLITICAL ACTION COMMITTEE, NATIONAL ASSOCIATION OF REALTORS®, MISSOURI REALTORS®, and MARIS** transmittals from Rapattoni, **maintained reliable IT support.**



Increased digital engagement through **regular blog content, short form videos, broker ready presentation Decks,** improved affiliate search tools.



Provided **onboarding** to new staff.

LEADERSHIP ACADEMY

1

RELAUNCHED THE PROGRAM WITH **NEW BRANDING!**

2

HOSTED A LEADERSHIP ACADEMY LUNCH & LEARN

3

MODERNIZED APPLICATION & SCHOLARSHIP PROCESSES



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