

# C.A.R. IMPACT REPORT

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LEADING THE WAY...<sup>®</sup>



CALIFORNIA  
ASSOCIATION  
OF REALTORS<sup>®</sup>



# A MESSAGE FROM C.A.R. PRESIDENT HEATHER OZUR



Thank you for your membership with the CALIFORNIA ASSOCIATION OF REALTORS®. Last year was a transformative year for our industry. In the wake of the NAR commission settlement agreement, 2024 was a time of change and a time of adapting to that change. The adjustments to our business practices last year provide increased transparency to consumers about how REALTORS® work and how hard we work for them. They also provide an opportunity for us to highlight the immense value and worth we bring to our clients throughout the homebuying and selling processes. As always, C.A.R. and its members remain committed to demonstrating the unique expertise and benefits REALTORS® offer every day.

While changes to business practices dominated our minds, your Leadership Team was also focused on addressing other critical industry concerns, including property insurability, independent contractor status, and rent control.

Our priority is you, our members. We deeply appreciate your continued support and remain dedicated to advocating for policies and solutions that allow us to deliver exceptional services to California's real estate buyers and sellers.

The 2024 C.A.R. Impact Report showcases just a few of the ways your Association worked tirelessly on your behalf last year. From new and updated C.A.R. Forms and webinars to legal Q&As and the enhanced Smart Zone website, C.A.R. consistently delivered tools and innovations to support your success.

Read on to explore the many ways C.A.R. has provided resources, advocacy, and solutions to empower your professional achievements in 2024.



**HEATHER OZUR**  
2025 C.A.R. PRESIDENT



# C.A.R. MISSION:



Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.

# C.A.R. VISION:



C.A.R. drives innovation and opportunity in the real estate profession and market.

## OVERARCHING STRATEGIC PRIORITIES

### PILLAR - INFLUENCE



Advocacy; Impacting Housing Affordability and Supply; Fair Housing; Environmental, Social and Governance (ESG) Practices

### PILLAR - MEMBER BUSINESS VALUE



Business Resources; Professionalism/ Professional Development

### PILLAR - REALTOR® POSITIONING



C.A.R. Brand; REALTOR® Brand; Broker Relations; Member Engagement

### PILLAR - ORGANIZATIONAL DEVELOPMENT



Local Association Relations; Volunteer/Leadership Development; Governance; Staff Capacity

# LITIGATION AND NEW BUSINESS PRACTICES



## CREATING AND UPDATING C.A.R. STANDARD FORMS

Last year, the real estate landscape underwent significant transformation, reshaping how REALTORS® engage with homebuyers and sellers. These changes led to the introduction of a wide array of new and revised C.A.R. Forms, designed to address evolving business practices and clarify relationships and responsibilities.

In response to these shifts, C.A.R. released more than 150 new and updated C.A.R. Forms as part of its semiannual forms update, ensuring members have the tools needed to stay compliant and efficient.

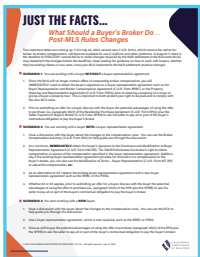
To guarantee that all California REALTORS® were equipped with a thorough understanding of the recent changes and new forms, C.A.R. took proactive steps by hosting a series of specialized webinars with C.A.R.'s legal team. These webinars were designed not only to clarify the key updates, but also to provide in-depth training on how these changes impact daily real estate transactions.

## COMMUNICATING AND PROVIDING TOOLS AND RESOURCES

To support members as they transitioned and incorporated the new business practices, C.A.R. enhanced the Smart Zone website and provided numerous resources to help members not only navigate the changes, but also communicate them to homebuyers and sellers, while simultaneously showing the value REALTORS® bring to the transaction.

C.A.R. created numerous resources for members, including:

- Consumer Guides
- Customizable and Shareable Social Media Content
- Fact Sheets
- Scripts
- Infographics
- Member-to-Member Video Series
- Information and Training about the New and Updated Forms
- News Releases
- Media Interviews and Statements
- Open Letter



In response to the confusion among the general public regarding the settlement of antitrust lawsuits, C.A.R. placed an open letter in numerous California newspapers to provide clarification and show REALTOR® value to consumers.

The letter ran in nearly 40 local newspapers, including the *Los Angeles Times*, *San Francisco Chronicle*, *Mercury News*, *Sacramento Bee*, *San Diego Union-Tribune*, *Orange County Register*, *Fresno Bee*, *Press-Telegram*, *Desert Sun*, *Record Searchlight*, as well as the California editions of *The Wall Street Journal* and *The New York Times*.



## PROVIDING FREE EDUCATIONAL COURSES

In a proactive effort to support its members, C.A.R. bundled two educational courses — *C.A.R. Buyer Representation Agreement and Related Forms* and *C.A.R. Residential Listing Agreement and Related Forms* — and offered them as a free member benefit. This course bundle saved members money and ensured they had a thorough understanding of the BRBC agreement and its practical applications and a clear picture of how various agreements interrelate to facilitate smoother transactions.

# BUSINESS PRACTICE CHANGES BY THE NUMBERS



## SUPPORTING C.A.R. MEMBERS THROUGH TIMES OF CHANGE

### 156 C.A.R. STANDARD FORMS

created and updated to bring your business into compliance with the practice changes. The forms were distributed over six release dates — an increase from the usual two release dates — and **accessed by members nearly 9 million times.**

### 17 LEGAL GUIDES

detailed the finer points of the practice changes, teaching you how to use the new forms and navigate the new way of conducting transactions.

### 27 TOWNHALLS AND FORMS TRAININGS

provided 82K+ registrants with information about the changes' real-world applications.

### 38 COMMUNICATIONS TOOLS

created to empower you to communicate the practice changes with ease and impact.

### NEARLY 20K MEMBERS CLAIMED

**the Free Buyer Representation Course Bundle** to bring greater transparency and trust to the buyer-REALTOR® relationship. Another 3,200 registered for the webinar version of the course.

### 11 LIVE, IN-PERSON SESSIONS

at the **REImagine! Conference and Expo**, where industry leaders revealed their strategies for making the practice changes work for their businesses.





# C.A.R. BY THE NUMBERS: KEEPING YOU INFORMED



## 203K+ MEMBERS

chose to join C.A.R. and receive more than **150+ member benefits.**

## \$2,399 SAVINGS/YEAR

C.A.R. members save \$2,399 per year with **FREE access to zipForm tools** such as Standard Forms, C.A.R. Transaction Coordinator, Transaction Forms, Record-Connect, zipForm Mobile, Agent Dashboard, and zipVault document storage. Additionally, C.A.R. members receive free access to C.A.R. member-exclusive options with zipForm, such as zipCommunity, zipForm iMessage App and zipForm MLS-Connect.

## 104K+ CALLS

handled by **C.A.R.'s Customer Contact Center** for assistance with zipForm, education, membership inquiries, and much more.

## 75K+ LEGAL INQUIRIES

resolved by C.A.R. attorneys on **C.A.R.'s Legal Hotline** regarding new business practices, changes to C.A.R. Forms, property management and more.

## 19M+ VISITS

to **car.org**, C.A.R.'s flagship website, for access to zipForm, Legal information, events, and much more.

## 84K VISITS

to **Smart Zone**, C.A.R.'s popular one-stop resource website launched in 2023, to find the latest information about business practice changes, navigating today's market, consumer information, health and safety resources, and real estate news.

## 100 FREE WEBINARS

attracted 44K+ registrants with topics such as **lending issues, down payment assistance, zipForm functions, housing affordability, REALTOR® value, and much more.**

## 166 LEGAL OUTREACHES

educated members on the evolving legal terrain of real estate to ensure their transactions meet the highest standards of compliance.

## 41K+ ATTENDEES

at **449 C.A.R. outreaches** including legal updates, market data, and legislative updates.



15K+

registered for programs from **The Center for California Real Estate (CCRE)**, an institute of C.A.R., that helps inform and educate members via in-person and virtual panels, local government workshop series, and a housing summit.

- 12.2K+ combined registrants for live, in-person and virtual panel discussions on topics such as housing affordability and supply, navigating California's insurance landscape, and artificial intelligence.
- 2.3K registrants attended one of two 6-session workshops on participating in local government, in partnership with the Davenport Institute at Pepperdine University's School of Public Policy, of which 361 members received a certificate for completion of the course.
- 570 virtual and in-person attendees experienced 20 renowned speakers and panelists, including Nobel Laureate Douglas W. Diamond and California Senate President Pro Tempore Toni J. Atkins, at CCRE's 2024 Housing Summit.



**CCRE WORKSHOP SERIES**  
**LOCAL GOVERNMENT & COMMUNITY:**  
**PARTNERING FOR SUCCESS**

PEPPERDINE SCHOOL OF PUBLIC POLICY  
**DAVENPORT INSTITUTE**  
FOR PUBLIC ENGAGEMENT AND CIVIC LEADERSHIP



7K+

**REImagine! Conference and Expo** registrants gained valuable knowledge and skills to take back and incorporate into their businesses.

5K+

members registered for **STEPS Toward Homeownership** virtual events and learned from lending experts about strategies for financial health, trends in the economic environment, products for success and how to approach housing affordability from the perspective of financial literacy.

2K+

members registered for **C.A.R. Legislative Day**, where they converged on the State Capitol to help educate legislators on how legislation impacts private property rights, homeownership, and the real estate industry in California.

**22 HOSTED  
INDUSTRY LEADER  
TOWNHALLS**

engaged 1,191 brokers, office managers, risk managers, and firm principals. These sessions provided critical updates on the evolving real estate landscape, including special meetings dedicated to the NAR settlement and its impact on forms and business practices. Led by C.A.R. Leadership, these townhalls ensured that leaders in real estate firms stayed informed and prepared for the changes ahead while also offering a platform to share insights and best practices with fellow members.

**680**

registered for **C.A.R.'s Fair Housing Day**. Attendees participated in informative and thought-provoking sessions with economists, advocates, and policy experts on current fair housing topics including how to address housing supply issues, the impact of artificial intelligence in the industry, and implications of climate change.

**1.2K**

registered for **C.A.R.'s Virtual Property Management Conference**, an event designed to equip property management professionals with the tools, strategies, and insights needed to thrive in their businesses.

**1.1K+**

To help women find their voice in the real estate industry, C.A.R. held **2 in-person WomanUP!®** events, including the **8th Annual National WomanUp!® Conference** and sessions at REImagine! for **325+** of you. **500+** registered for the **monthly virtual WomanUP!® Live webinars**.



**500K+**

downloads of information and tools provided by **C.A.R.'s Research and Economics Team** including 7 shareable industry reports, 65 infographics and motion graphics, 11 interactive dashboards, calculators, and educational tools.

**11**

**specialized websites** to provide you with the knowledge and resources you need to thrive in today's market.



**10 NEWSLETTERS**

emailed to all C.A.R. members and specialized groups, providing you with tips and trends to keep you one step ahead of the competition.

**1.1M+**

**all-member emails and newsletters** sent to keep you informed and updated on industry trends and hot topics, as well as how C.A.R. is helping you navigate the changes. The emails received an **average open rate of 35%**, exceeding industry standards.

# ADVANCING REALTOR® PUBLIC POLICY OBJECTIVES IN THE CALIFORNIA STATE LEGISLATURE



C.A.R. is involved in the legislative and regulatory process at all levels of government to advocate for the interests of REALTORS® and their ability to conduct business. Among the policies we advocate for are protecting private property rights, increasing homeownership and opposing legislation and regulations that constrain homeownership, harm housing providers or limit our members' ability to do business.

C.A.R.'s work in government affairs saves members an average of \$10K annually.

Here are some highlights of our efforts in 2024:



**MONITORED 2.5K BILLS**

C.A.R. actively **monitored 2.5K bills** on issues affecting the policy concerns of REALTORS®. Our legislative actions included sponsoring and passing legislation which created a mandatory buyer broker agreement, helped protect dual agency, protected mortgage interest deductions, fought point-of-sale retrofits and worked to preserve private property rights. We opposed unbridled increases in local property taxes, and we helped defeat changes to transactions and laws affecting housing providers that would have disadvantaged homebuyers and landlords.



Members are integral to C.A.R.'s advocacy work. Thanks largely to the incredible turnout of members at Legislative Day, every member of the California State Legislature was contacted by a REALTOR® in 2024. These contacts helped underscore the importance of our policy concerns on issues such as property taxes and ensuring consumer protection laws remain in place in real estate transactions, when the Legislature considered bills that were of interest to C.A.R.

**\$3.5M+**

**in voluntary contributions** was raised by the REALTOR® Party of California to support candidates and issues at all levels of government that align with our mission.

**PROPOSITION 33**

C.A.R.'s investment and action led to the **defeat of Proposition 33**, the statewide ballot measure which would have allowed for more extreme forms of local rent control.

**12.8M+**

**targeted mailers** to voters encouraging them to vote **No on Prop 33**. We also made more than **6.8 million phone calls**, sent more than **4.1 million texts**, posted over **2,100 yard signs**, and made **more than 1,000 social media posts**.

**261+ MEMBERS**

**volunteered as "ambassadors"** to be the voice of the "No on Prop 33" campaign.

**ALL 58**

California counties **voted "No" on Prop 33**, strongly defeating the proposition.

**PROPOSITION 34**

**C.A.R.'s Issues Mobilization PAC** was also the second biggest funder of C.A.R. supported Proposition 34, sponsored by the California Apartment Association, which also passed last fall.

**40+**

**victories** on local measures across the state won by **The REALTOR® Party of California**. C.A.R.'s Issues Mobilization PAC provided funding for a number of local fights, and local Associations of REALTORS® stepped up their efforts to defeat a number of local measures, including a vacant property tax measure in Adelanto and South Lake Tahoe, rent control measures in Marin County, a parcel tax in National City, and a transfer tax in St. Helena.

**POLITICO**

C.A.R.'s successful efforts on state and local initiatives were recognized in *Politico*, which placed C.A.R. second in a list of "Seven players who left their mark on the ballot measure scene this year."



CALIFORNIA  
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OF REALTORS®

**car.org**

