

2021 A Year in Review

Better Agents, Better Communities drives the work and activities of the Saint Paul Area Association of REALTORS® (SPAAR) to help its members — *and communities where they work and live* — to thrive. SPAAR's emphasis is rooted in the areas of advocacy, communications, community engagement and professionalism.



Dear fellow SPAAR members,

2021 was quite a year! SPAAR rolled out a new website in January created with member input. The website allows members to easily navigate the site, have shareable content and a plethora of resources to help us in our business. Among my favorite features is the interactive FastStats page for statistics and the ability to create local, county and regional custom reports.

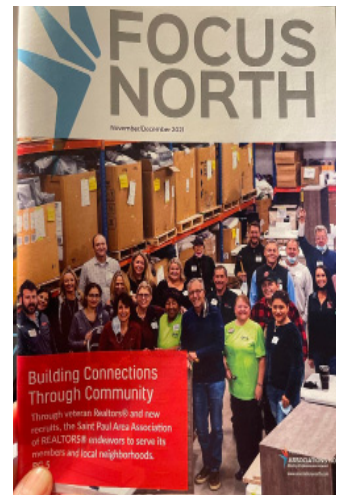
Early in the year, a virtual book club engaged members who read and discussed *The Color of Law*, allowing the opportunity for participants to ask questions, share perspectives and learn from one another; it was a joint venture between SPAAR's Committee for Diversity, Equity and Inclusion and the Professionalism Committee.

SPAAR pivoted relatively easily during Covid, and education was no exception. SPAAR moved to a virtual platform to provide classes, including CE, as well as New Member Orientation. And even though SPAAR remained open to helping members when the physical building was closed due to Covid, it felt great to be back in person at SPAAR midway through 2021 for classes, events and general needs.



SPAAR's annual Shred-It, Tech Dump and Safety Day events were successful and a chance for members to reconnect. In October, members came together for the first-ever SPAAR Connect to learn about committees and even sign up to serve. The hope is SPAAR Connect will become an annual event and entice more members to check it out each year.

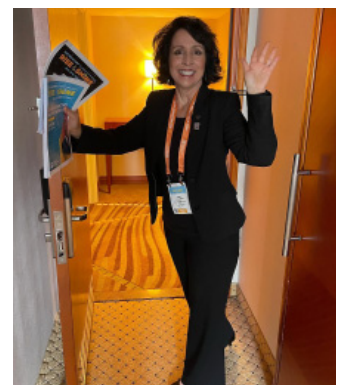
In addition to events, SPAAR produced lots of videos on topics that ranged from Safety to recognizing SPAAR Heroes to Professional Courtesies to Advocacy issues, the latter which included this year's important issue of rent control in the City of Saint Paul and much input from SPAAR's Government Affairs Committee and the newly created Housing Affordability Task Force.



SPAAR's biennial member survey took place in the fall and five percent of SPAAR's nearly 8,000 members provided feedback that the Communications Committee will review and SPAAR will use in its future planning on behalf of all members.

November was also SPAAR's #thanksgivingback initiative. Members were spotlighted for their giving spirit and SPAAR collected items including food, winter gear and blankets for donation to groups within the communities we serve. SPAAR also held an in-person Dresser Build in November, just in time to support families in need before the holidays.

Lastly, SPAAR's membership increased nearly every month in 2021 ending the year with 7,990 members. It was a privilege to serve as president and share in some of these larger events and activities that impact us all.



Tracy Baglio
2021 SPAAR President

Community Engagement

SPAAR's Community Engagement pillar is supported by the Community Engagement Committee and Committee for Diversity, Equity & Inclusion (DEI). Together, the committees highlight ways SPAAR members are building "Better Communities."

In 2021, the Community Engagement Committee organized virtual and in-person opportunities for SPAAR members to give back to their communities: collection drives for nonprofits Every Meal, Emma Norton, Inc. and Blue Star Mothers of America and volunteer events National Night Out and the annual Dresser Build with Bridging, Inc. In



response to reported high demand from area food shelves, the committee designated funds to nonprofits in Braham, Big Lake, Chisago City, Faribault and Hastings. The committee recognized SPAAR members for their community involvement with SPAAR Hero and SPAAR Good Neighbor Award recognitions.

SPAAR's Committee for Diversity, Equity & Inclusion hosted presentations from housing organizations to learn about resources to promote homeownership: Minnesota Housing, NeighborWorks Home Partners and US Bank Mortgage provided information about down payment assistance programs and mortgage products. The committee sponsored SPAAR's Fair Housing Month in April featuring a coloring contest and introduction of What to Expect From a Realtor® marketing materials and partnered in Twin Cities Pride events. The committee approved a statement supporting the proposed Rondo/I-94 land bridge, studied approaches to increasing diversity of the real estate industry and discussed potential solutions to bias stemming from buyer identification and funding source information in purchase agreements. Through the Committee for DEI, SPAAR is a corporate supporter of NAREB, AREA, LGBTQ+ Real Estate Alliance and NAHREP.



Advocacy

SPAAR continued its advocacy efforts with three regional Government Affairs subcommittees in 2021. It also created the Housing Affordability Task Force to address housing affordability and availability crises in Minnesota. Focus areas for the Government Affairs Committee included advocating on behalf of Realtors® throughout the Saint Paul Rent Control ordinance process and building coalitions for SPAAR's homeownership objectives through dozens of interactions with elected officials, staff and partner organizations. In addition, SPAAR continued its Key Communities Program with the goal of building strong ties with communities throughout SPAAR's jurisdiction.



SPAAR Government Affairs also continued its monthly newsletter and posting on Twitter to update members interested in following issues more closely. Local legislators were contacted monthly through the dissemination of up-to-date housing and real estate statistics. Although it was an election off-year, the Realtors® Political Action Committee (RPAC) had a successful year with over \$87,000 raised for issues that affect Realtors®.

Communications

Members were welcomed into 2021 with a new SPAAR website. Created with members' needs in mind, the new site includes capabilities to easily share content, access housing market statistics and provide helpful resources at members' fingertips.

SPAAR's annual housing market news conference took place in February with Tracy Baglio and other Minnesota Association leaders garnering media attention from throughout the Twin Cities.

Weekly publications and videos continued to offer a wide range of topics from member news to safety to common courtesies and other issues that help members in their businesses. SPAAR's Communications Committee joined forces with SPAAR's Professionalism and DEI committees to create and roll out the animated video: What to expect from a Realtor®: Fair Housing.

SPAAR's Communications Committee oversaw the all-member survey seeking input from each Realtor® and Affiliate member to know what's working well at SPAAR and what areas can improve. Sponsored by the Communications Committee, SPAAR Toastmasters continued with gusto and engaged members who seek to improve their public speaking; the year ended with 23 members on its roster.

As of year-end 2021:

Facebook page likes: 2,686

Twitter followers: 1,477

Instagram followers: 1,102

LinkedIn followers: 296

@SPAARFB

@spaar_ga

@spaar_realtor

Saint Paul Area Association of REALTORS®



Professionalism

In 2021, the focus was on sharing tools and opportunities with SPAAR members to increase professionalism throughout the real estate industry.

A number of SPAAR members took part in the National Association of REALTORS® Commitment to Excellence (C2EX) Program, an online series of assessments that identifies member's strengths and provides learning opportunities and tasks to complete; successful completion results in a three-year endorsement while also completing a member's Code of Ethics requirement. Five lucky members who committed to becoming endorsed were rewarded through a drawing to have their local SPAAR dues paid as an incentive for their committing to C2EX.



Another focus of the Professionalism Committee was collaborating with SPAAR's Committee for Diversity, Equity & Inclusion to create a book discussion group for all SPAAR members to read and have an open dialogue about the book *The Color of Law*.

SPAAR Heroes go above and beyond

SPAAR Hero shines a light on the many good things Realtors® are doing in their communities every day. SPAAR Hero, a volunteer recognition program created by the Association's Community Engagement Committee in 2017, identifies members to receive the honor and recognizes them through publicity and a monetary gift to the charity of their choice. SPAAR Hero is also an opportunity to draw attention to nonprofits that are making a difference by impacting lives. SPAAR's Community Engagement Committee selects the recipients and the Communications Committee conducts interviews to spotlight the recipients. SPAAR Hero is sponsored by the REALTORS® Charitable Foundation.



The 2021 SPAAR Hero recipients are, from left: Sara Anderson, Connie Bossard, Coldwell Banker Realty – White Bear Lake, Caroline Dixon, Muske Community Support Foundation and Lou Thao.



SPAAR members honored for their dedication and service

SPAAR members are recognized each year for their dedication to the real estate industry and to the communities where they live and work. In 2021, the following recipients were honored:

2021 REALTOR® of the Year Award:



Mary Knudsen

2021 William Tschohl/James Stanton Distinguished Service Award:



Tina Angell

2021 Affiliate of the Year Award:



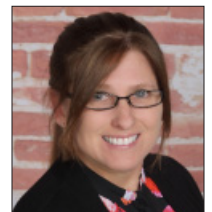
Erica Brodd

2021 Good Neighbor/Better Communities Award:

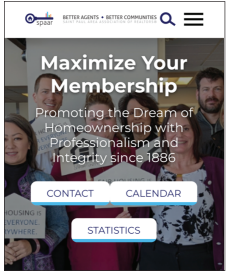
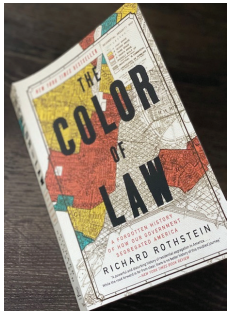


Kim Theis

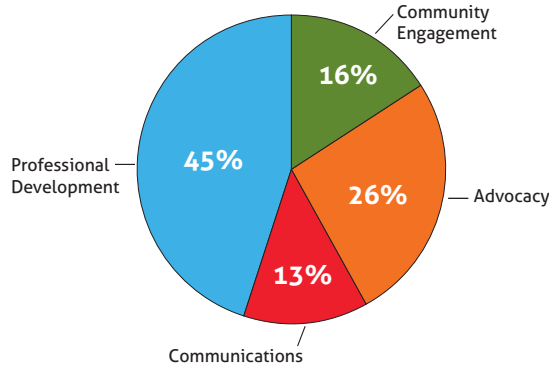
2021 Rising Star Award:



Brandy Grell



THE PILLARS: SPAAR IS INVOLVED



Breakdown of 2021 SPAAR member dues



SPAAR by the numbers in 2021. SPAAR offered virtual education through the SPAAR Community Campus the first half of the year due to Covid, and then offered both in-person and virtual classes the remainder of the year.

- More than 3,500 students received education from SPAAR
- 109 CE classes
- 344 CE hours
- 80% of classes offered free to SPAAR members
- 101 virtual classes
- 24 in-person classes at SPAAR (in-person resumed in August)
- 4 CE-2-Go classes at SPAAR member offices
- 31 Non-CE classes/programs

Toys for Joy serves the community in many ways

Toys for Joy in 2021 served approximately 1,200 families and 4,100 kids during its annual event providing meals and toys, bikes, books and other gifts to families in need in Anoka County to help make the holidays easier. Toys for Joy also delivered toys to both Unity and Mercy Hospitals to ensure that kids in the emergency room or on the pediatric units had a toy or stuffed animal for comfort.

In addition, Toys for Joy continued with its seven \$1,000 scholarships to students who have gone above and beyond in giving back to their community.

Community is at the forefront of REALTORS® Charitable Foundation

REALTORS® Charitable Foundation in 2021 provided a \$100,000 grant to Bridging, a local nonprofit that provides a basic home setup to those in need by providing the items necessary to create a comfortable and functioning home. In addition, REALTORS® Charitable Foundation awarded five \$2,000 education scholarships to children of SPAAR members to assist in their post high-school education endeavors. The Foundation also continued its sponsorship of the SPAAR Hero program for the fourth consecutive year. REALTORS® Charitable Foundation coordinated fundraising events throughout the year including a drive-thru spaghetti dinner, a Lunch on Wheels food truck event and collection of hand warmers for Minnesota's unsheltered population.



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