

**CALIFORNIA ASSOCIATION
OF REALTORS®**

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November 2014 State Leadership Idea Exchange Council

2014 has been another busy year with plenty of challenges and initiatives facing the association and industry. A few high level items that have been top of mind for the CALIFORNIA ASSOCIATION OF REALTORS® are thought leadership and a new state housing agency.

Two years ago, C.A.R. developed a new thought leadership initiative consisting of a series of activities that focus on positioning the organization as a thought leader and key influencer via increased intellectual engagement with diverse audiences, key stakeholders within and beyond housing, and new partners. C.A.R. seeks to advance industry knowledge, affect policy, and contribute in meaningful ways to increase professionalism within the industry through these broad affiliations. This initiative has resulted in several roundtables with C.A.R.'s CEO Joel Singer including reports made available to members and others; affiliations with key academic institutions resulting in new levels of engagement with their conferences and joint research endeavors; and the creation of a new institute, the Center for California Real Estate, which has just launched. The Center will serve as the focal point for C.A.R.'s thought leadership efforts and provide members, policymakers, economists, academics and even the public with access to a myriad of information and data from a variety of sources.

In 2013, C.A.R. formed new partnerships with five of the state's top universities – the University of California, Berkeley (Fisher Center), the University of California, Los Angeles (Ziman Real Estate Center and Anderson Forecast), the University of Southern California (Lusk Center), the University of Irvine Center for Real Estate, and Stanford's Professionals in Real Estate (SPIRE) program. In November 2014, these partners along with C.A.R. through its new Center will convene the first statewide summit of its kind, bringing together leaders in real estate and housing as well as policymakers, business leaders, economists, and others. The program will include a spectrum of topics relevant to progress in the state, from foreign investment to the state's infrastructure, housing to consumer and economic trends. A sampling of panelists include Bill Lockyer, California State Treasurer; David Stevens, CEO of the Mortgage Bankers Association; Julia Gouw, President of EastWest Bank; Tim Quinn, Executive Director of the Association of CA Water Agencies; J. Walker Smith, Chairman of the Futures Company and the Yankelovich Monitor; and Elinor Ochs, renowned

UCLA professor of anthropology who studies families and housing. Department of Housing and Development Secretary Julian Castro will be the keynote luncheon speaker. The conference will be live streamed and videos along with other materials will be available on the Center website, centerforcaliforniarealestate.org.

In 2013, the state government was reorganized so that the DRE (Department of Real Estate) moved from the Business, Transportation and Housing Agency (BT&H) into the Department of Consumer Affairs within the Business Consumer Services and Housing Agency and renamed the California Bureau of Real Estate (CalBre). At the same time, BT&H was dissolved and the Department of Business Oversight (DBO) was created to oversee financial institutions. The Department of Transportation was set up for transportation but no one agency was tasked with “housing”, instead housing seems to have been spread out to other agencies with CalBre and the Department of Housing and Community Development nestled in Business Consumer Services and Housing Agency. During our 2014 C.A.R. Fall Business Meetings, the C.A.R. Transaction and Regulatory Committee directed C.A.R. staff to determine the viability of sponsoring legislation to reorganize state government to create a new Housing agency under a cabinet Secretary of Housing. The committee felt that housing is of such significance to the state of California that it deserves its own representation in the form of a Cabinet level Secretary (Housing Secretary) reporting exclusively on housing and directly to the Governor. C.A.R. staff will further explore this idea and report back to the committee at our 2015 C.A.R. Winter Business Meetings in January.