

**CALIFORNIA ASSOCIATION
OF REALTORS®**

525 S. Virgil Avenue
Los Angeles, CA 90020
213.739.8200
geoffm@car.org



C.A.R. President
Geoff McIntosh



C.A.R. President-Elect
Steve White

May 2017 State Leadership Idea Exchange Council

Housing affordability is one of the most pressing issues facing California today. The problem is particularly pronounced in major urban areas such as Los Angeles and San Francisco. With this in mind, the California Association of REALTORS® set up the Center for California Real Estate (CCRE) in 2013 to provide intellectual engagement in the field of real estate. CCRE's mission is to advance industry knowledge and innovation with an emphasis on convening key experts to influence public policy.

One of our new initiatives for 2017 is geared towards public policy and awareness about the state's housing crisis. C.A.R. understands the importance of housing affordability and this year we hosted our first in a series of panels that facilitated dialogue on a number of significant real estate issues facing the state. The event titled "The California Series: The State of the State," was moderated by our very own Chief Economist Leslie Appleton-Young and consisted of three other panelists who work closely at the state and local level on issues ranging from government accountability oversight to affordable housing development.

In addition, the panel event was also available through a live video stream. Here is some data on the number of online views and engagement:

Video Views: 2,369

Total Reaction/Engagement: 187

Shares: 66

Comments: 14

Overall, feedback from our audience members indicated a high level of interest in hosting future panel events. Many REALTORS® felt that the information discussed was not only relevant but extremely beneficial to understanding the changing environment of their businesses.

C.A.R. has been at the forefront of political advocacy and public policy discussions. As such, we would like to know of any other state associations that have pursued similar efforts with thought leadership (e.g. developing alliances with public policy groups or coalitions to discuss housing affordability issues). Furthermore, C.A.R. would like to brainstorm ideas on how to convince government of the benefits of creating incentives for new housing or redevelopment at the May NAR Leadership Exchange. Far too often at the local level, large cities block housing development (e.g. Measure S proposed on the March 7th Los Angeles City Ballot), because of a fear that new development projects will create more burden than benefit. This focus on negative outcomes (e.g. overpopulation, more crime, and a larger police force needed around new development areas), has created an atmosphere of slow progress where local governments do not see the tremendous opportunities associated with new housing and redevelopment (e.g. increased retail spending, better use of public transit, etc).

Finally, four years ago, C.A.R. pledged to allocate resources towards reaffirming the 1978 NAR bylaws which requires payment of dues by local associations. Although much progress has been made with enforcement and oversight compliance of the Variable Dues Formula (VDF), it nonetheless continues to be a challenge for C.A.R. C.A.R. would like to learn about what other state associations are doing to ensure compliance amongst their constituents.



Chief Economist Leslie Appleton-Young with Panelists at the March 28th Event



From Right to Left: Panelists Chris Hoene (Executive Director of California Budget & Policy Center) and Ron Galperin (Los Angeles City Controller)



C.A.R. President-Elect Steve White speaks at the March 28th CCRE Panel

For more information about the Center for California Real Estate please visit their website at:
<http://centerforcaliforniarealestate.org/>