



Arcadia
Association of Realtors®



CALIFORNIA
ASSOCIATION
OF REALTORS®



NATIONAL ASSOCIATION
OF REALTORS®
The Voice for Real Estate®

Director Committee Report

Director name: Ryan Asao

Committee name and position on Committee: Strategic Planning & Finance Committee

Committee meeting date and time: 5/1/14 & 5/2/14

Please list the top 3 items discussed at your meeting and the eventual outcome, if applicable:

- Item discussed: Threats to the Real Estate Industry (Black Swans)

Outcome achieved: We identified threats to our industry such as Zillow

- Item discussed: REALTOR Action Fund

Outcome achieved: RPAC is the insurance policy for real estate!

- Item discussed: Consumer Facing Ad Campaign

Outcome achieved: We are excited about the new "Consumer Ad Campaign"

Please summarize your meeting in one paragraph:

Checkout the Champions of Home Campaign (ChampionsofHomeSweeps.com)

Legal Hotline Calls are on the RISE!

CAR will host a Thought Leadership Conference with local Colleges & Industry Leaders

Go to CAR.org to view the new "Consumer Ad Campaigns"

What are the Black Swans of Real Estate: Banks in the Business, Zillow, REALTORS become employees, etc.

What do you think would happen to our industry if REALTORS become employees?

RPAC is the insurance policy for REAL ESTATE (Ex: MID, 1031 Exchange, Affordable Financing)

The Energy Task Force reported on the Drought 2014 One Cool Thing Document they developed