

Dearborn Area Board of REALTORS®

Accomplishment for 2008

As another year comes to a close, it is good to review all that has been accomplished:

Growth Initiatives:

This year I am pleased to report our membership has been sustained and we have approximately 56 new members as of November. We have been receiving calls from agents in other boards, looking to make changes. We will continue to work with them to make all changes seamless.

Phone & Email Communications:

We work hard to respond to all phone calls and email in a timely manner. Our E-New Newsletter has consistently going out on Friday's. With an average of 34.8% open rate. We send the E-News to all REALTOR®, Affiliate and Gateway members. We have gone from sending 478 to 642 emails per week.

One of the changes that we have put into effect is only sending one email from the Board per week. With REALTORS® getting an abundance of emails daily, we are working to make the newsletter a valued informational piece. We gather information from NAR, MAR and our community to further inform our members of things that can affect their business.

Election:

We again used Big Pulse for our Board of Directors Election. We had 158 votes which was 3.17% of the membership. This is up from the previous year by 20 votes. We hope to gain more each year of online voting.

Education:

The focus was on more classes and more educational opportunities. We had several Continuing Education classes from June through December, with December bringing the heaviest concentration of courses. We had GRI I class with 16 attendees. We will be looking to have GRI II and GRI III within the coming year.

DABOR focused on putting together a New Member Orientation program to help establish new members. We have several volunteer instructors help with Fair Housing, Designations, Committees, MAR and RealComp.

We have made getting the Code of Ethics Quadrennial Training complete easier with the purchase of the Code of Ethics Video Training. We had available four (4) CDs for offices to check out for office completion. We also had weekly training in the office free for all members.

REALTOR® Promotion:

DABOR has been working to promote the use of the use of a REALTOR®. We were a part of several events, such as:

- The Women's Expo
- Homecoming

- Fall into Dearborn

The Big Open House was a REALTOR® planned event. This event showcased over 100 of the great homes for sale in our area. We worked with the Cities of Dearborn and Dearborn Heights to have a Community Open House as well. There were many events established to promote the communities, businesses and homes sales.

Information Technology:

Rapattoni Net Magic has made keeping track of membership more efficient. It has been working with the National Database for updating all member information. It has made dues billing more efficient. We have been working with Rapattoni to increase inventory control and accountability.

Political Involvement:

This year, we hosted the first DABOR RPAC Reception. We had Dearborn Mayor Jack O'Reilly and Dearborn Heights Mayor Daniel Paletko in attendance. We also had in attendance both State House of Representatives Gino Polidori and Bob Constan, plus many City Council members. It was well received and will be a more prominent event for our elected officials.

I am proud of our accomplishments as we came together, with all the committees and members working together helped bring success and growth through new and viable projects, 2009 will be a time of opportunity for us to “get back to basics” and make it a priority to bring in programs and education that will help our members grow their businesses.