

2023 REPORT

# SABOR

*Year in Review*

**SABOR**  
SAN ANTONIO  
BOARD of REALTORS®





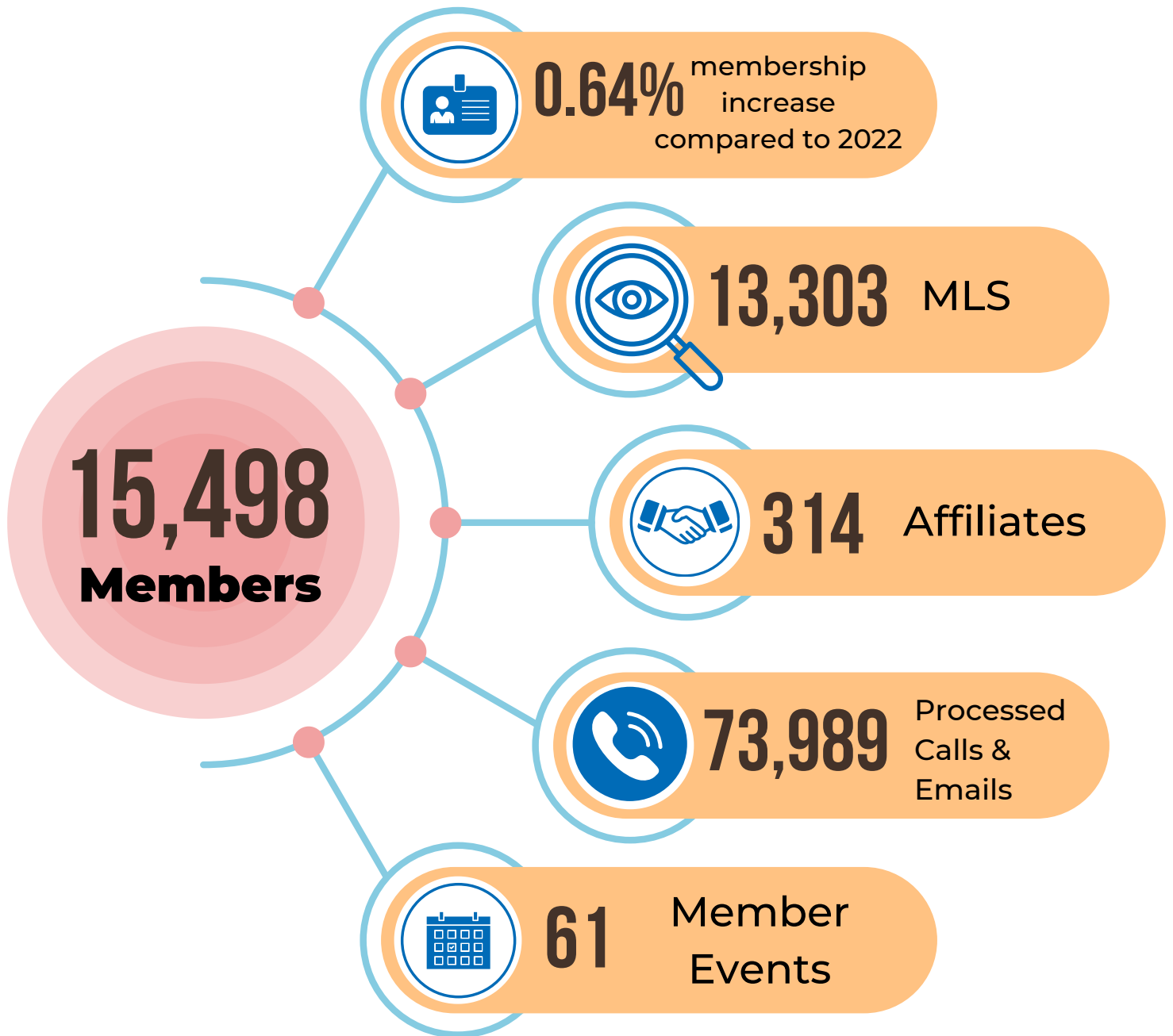
## A YEAR IN REVIEW

Thank you for your support during my time as Chair and for being a SABOR member. We've accomplished so much together as an association and have learned new ways to better serve our members and continue to make us the primary resource when it comes to real estate in San Antonio and the surrounding area. In this Year in Review, you'll find highlights of just a few of those amazing accomplishments reached in 2023.

*Sara Briseño Gerrish*  
*2023 Chair*



# MEMBERSHIP





# FOREWARN®

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## **SABOR LAUNCHES FOREWARN APP**

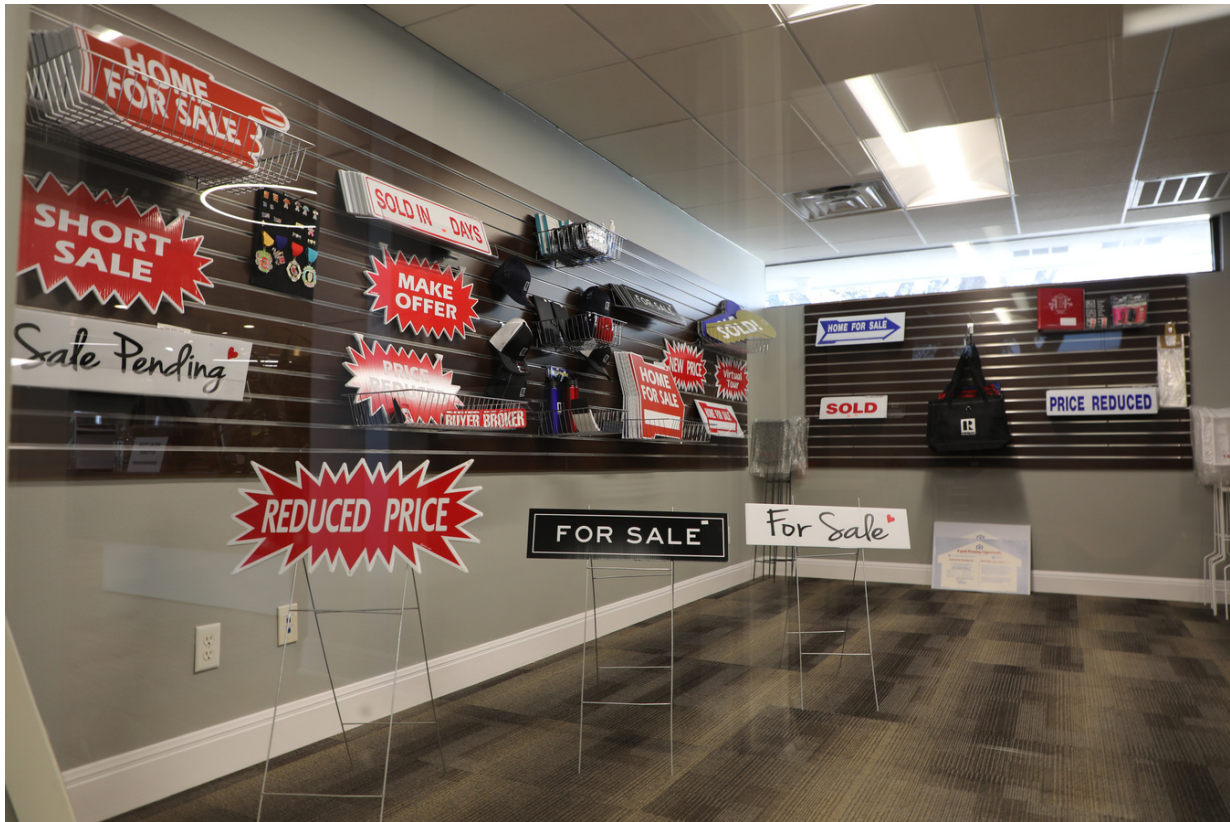
SABOR announced a new member benefit, FOREWARN, to our SABOR REALTOR® members with an active MLS subscription. This new benefit comes at no cost to our members and is valued at \$240. The FOREWARN application gives an agent the ability to safely verify prospects (while not being exposed to any protected class information) with instant insight on a prospective client using only a phone number! Don't have a phone number you can also search by name.



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# HOMESTEAD TAX EXEMPTION INCREASE

The San Antonio City Council approved an increase to the City of San Antonio's homestead tax exemption from 10% to the maximum allowed rate in Texas of 20%. SABOR Chair Sara Briseño Gerrish advocated on behalf of the organization in support of the measure. Sara emphasized the necessity of increasing the homestead exemption, highlighting that the additional tax savings could make a significant difference in residents' ability to afford mortgage payments, utility bills and ultimately retain ownership of their homes.



# NEW REALTOR® STORE

The San Antonio Board of REALTORS® opened their newly renovated REALTORS® Store in 2023. Inside you can find plenty of for-sale signs, REALTOR® merchandise such as mugs and hats, lockboxes and more. The newly-renovated store is the perfect stop for our members to quickly grab the items they need when performing a transaction or listing a new home for sale. The store offers snacks and drinks as well for those on-the-go. The REALTORS® Store at SABOR is the only one-stop shop for REALTOR® items in San Antonio.



# MLS

## HAR Data Share

Launched the Datashare between SABOR MLS and the Houston Association of REALTORS®, the first of its kind in the state.

## Section 5 Amendment

Amended Section 5 of the Rules and Regulation to allow members to offer \$0 or greater in their Offer of Compensation.

## Section 1 Amendment

Amended Section 1 of the Rules and Regulations to allow members to list sections of a larger parcel before the appraisal district subdivides the property.

## Section 9.2 Amendment

Amended Section 9.2 of the Rules and Regulations regarding Lockbox Violations. Members of the committee agreed to increase the amount of the fines for the safety of homeowners and fellow REALTORS®.

## Residential Rental Fields

Updated and created fields in Residential Rental for agents to articulate to a buyer what fees are associated with renting a home with an animal.

## New Fields

Added fields like Senior Community and Other Structures for members to be able to indicate certain needs for their clients.

## Updated Bedroom & Bathroom Terms

Update all Master Bedrooms and Bathrooms to an industry appropriate term Primary Bedroom and Bathrooms.

## MLS Task Force

Reviewed competing MLS products CoreLogic Matric and Black Knight Paragon Connect. Task Force decided to keep our existing vendor, dynaConnections ConnectMLS.

## Reciprocal Lockbox Agreements

Entered a lockbox reciprocal agreement with the Houston Association of REALTORS and Victoria Area Association of REALTORS allowing SABOR MLS subscribers access to the SUPRA lockboxes in those areas.

# GLOBAL

## GLOBAL ACHIEVEMENT AWARD



SABOR was awarded the 2023 GOLD Global Achievement Program Award by NAR. This award is designed to recognize and reward the most active associations in global business.

## SIGNED MOU WITH AMPI & AMPI LOS CABOS

SABOR celebrated the signing of a Memorandum of Understanding (MOU) between Asociación Mexicana de Profesionales Inmobiliarios (AMPI) and SABOR. This agreement marks a significant stride toward fostering international collaboration and cooperation in the real estate industry.



## TEXAS REALTORS® DEI RECOGNITION PROGRAM AWARD



SABOR received the Texas REALTORS® DEI Recognition Program Award. This recognition intends to expand the diversity and inclusivity landscape and develop a strategic roadmap to encourage and recognize local boards striving to foster a more inclusive and fair industry.

## GRANTS AWARDED

**Safety Grant**



**Mega Grant**



**Diversity Grant**





# REALTOR® DEVELOPMENT

**HELD MULTIPLE  
WEBINARS TO  
EDUCATE THE  
MEMBERSHIP  
ON THE FOLLOWING  
TOPICS:**

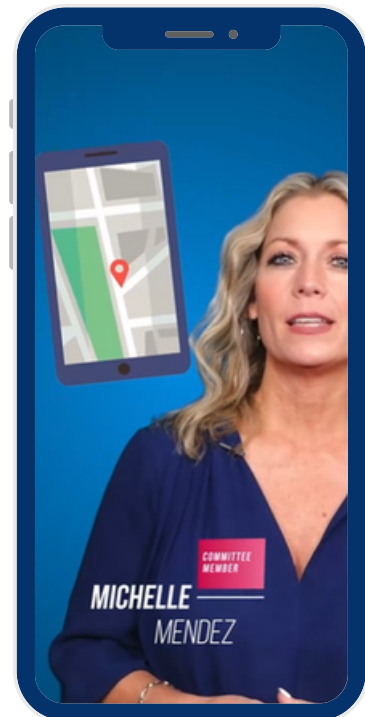
How to overcome seller anxiety

Negotiation skills for today's market

C2EX Pumping Up Professionalism

Expand your expertise & explore  
Real Estate Specializations

**PRODUCED ETIQUETTE AND REAL  
ESTATE TIP VIDEOS FOR SABOR  
MEMBERS**



# REALTOR® BUILDER

## REALTOR® BUILDER NEW HOMES TOUR

REALTOR® Builder's New Homes Tour traveled to south San Antonio. Two buses toured new communities, including one downtown. Proceeds from the tour to benefit SABOR's Charities of Choice.



# Leasing & Property Management

## MOCK EVICTION AND EVICTION TRAINING

Held a Mock Eviction and Eviction Educational session with Bexar County Judge Robert N. Ray.



## MEMBER FACING PRESENTATIONS

Presentation by Director of Assisted Housing Programs Department for Opportunity Home San Antonio.

Property Management Legislative update by Attorney Stephen Rogers.



## SABOR MEMBER EVENTS

FOREWARN education presentation, Protesting Property Tax with presentations by SWBC Ad Valorem Tax Advisors, ZipForms educational presentation.



### Steps to a Successful Value Protest

1. Understand your Notice of Appraised Value and what it is telling you
2. Verify the description and measurements are correct
3. Research your property value in terms of Market Sales and Equal and Uniform level of Appraisal
4. File a Notice of Protest by May 15
5. Schedule an informal meeting with a staff appraiser
6. If you don't reach an agreement, present your evidence to the Appraisal Review Board (Formal Hearing)
7. If you are still not satisfied with the ARB's determination of value, you still have options.

# COMMERCIAL

## NAR COMMERCIAL ACCREDITATION

SABOR was awarded the NAR Commercial Services Diamond Accreditation, the highest commercial accreditation offered by NAR.



## COMMERCIAL BUS TOUR

SABOR hosted its 2023 Commercial Bus Tour taking several members to explore commercial properties in the San Antonio area.

## COMMERCIAL DEAL SHARE

Hosted SABOR's first Commercial Deal Share Event hosting an exchange between various practitioners presenting and discussing commercial properties that they represented.



# GRADUATE REALTOR® INSTITUTE

## GRI MEMBERSHIP INCREASE



GRADUATE,  
REALTOR®  
INSTITUTE

93

76



# GOVERNMENT AFFAIRS



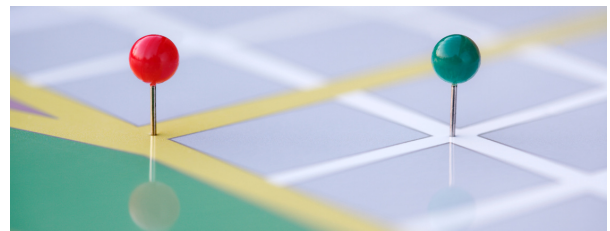
Hosted many interviews with local candidates seeking election to offices within the city of San Antonio and Bexar County.



Worked with Elected officials on Housing and property rights related issues.



Participated in the Texas REALTORS Day at the Capital where thousands of Texas REALTORS visited the Texas Capital to discuss private property and real estate related issues with State Elected leaders.



Met with San Antonio River Authority to discuss proposed changes to the FEMA Flood maps for SABOR's geographic area.



Worked to mobilize and educate San Antonio City Staff and Council members to support the City of San Antonio's decision to double the City's homestead exemption to 20%.

## VOTE "FOR" PROP 4

Worked to mobilize and educate SABOR members and the Texas public to support the largest property tax cut in the history of State of Texas.

# TREPAC

## RECORD GOALS SET



Raised more than **\$760,000** for TREPAC with a quota of 137% and 55% participation and raised over \$4,000 during silent auctions.

## MULTIPLE SUCCESSFUL TREPAC EVENTS



**PURPLE PARTY**



**TRIVIA FOR TREPAC**



**GOLFING FORE TREPAC**

## 1ST PLACE TREPAC VIDEO

SABOR won 1st place in the TREPAC Video Contest during the Texas Leader Summit in Austin.



# COMMUNITY OUTREACH

## SAMMINISTRIES

Hundreds of Easter eggs were stuffed and donated by SABOR members to bring some cheer to the children served by local nonprofit SAMMinistries, which helps families overcome homelessness. Our members also helped with the annual Uniform Drive by collecting shirts, pants and tennis shoes for 20 children in need. Two dinners were cooked and served for the families at SAMMinistries and to wrap up the year, REALTORS® participated in Santa at SAMMinistries and held a toy drive to bring some holiday cheer to the children.



## SAN ANTONIO FOOD BANK

More than 7,000 pounds of food were collected for our other Charity of Choice, the San Antonio Food Bank. Looking to be named champions all while giving back, members participated in the 2023 Great SABOR Food Fight. REALTORS joined together to bring in hundreds of bags of beans and rice, cereal boxes and macaroni and cheese. Our members stepped up to participate in this effort to help feed San Antonio.



## REALTORS® ARE GOOD NEIGHBORS

From June 5 to 9, SABOR partnered with several local nonprofit organizations as part of NAR's REALTORS® are Good Neighbors Volunteer Days. Our members helped the San Antonio Food Bank, Texas Diaper Bank, Haven for Hope, Meals on Wheels and the Ronald McDonald House Charities of San Antonio. Once again, our members represented the REALTOR® values and stewardship of community, making a difference in our neighborhoods.

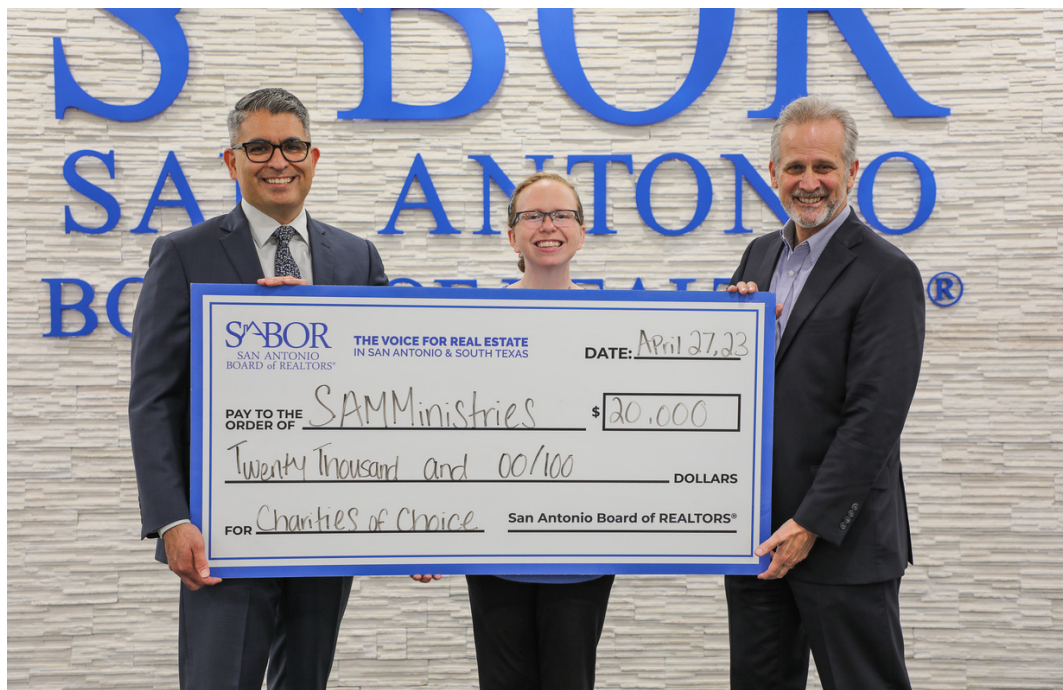




# SABOR GIVES

## CHARITIES OF CHOICE

SABOR presented donations from our members to our Charities of Choice, SAMministries-Overcoming Homelessness and the San Antonio Food Bank. The total amount donated was \$40,000 which was split between the two.





# MARKETING & COMMUNICATIONS



**La Plata Merit Award**

Media Relations Campaign

**El Bronce Excellence**

SABOR Website

**El Bronce Merit**

SABOR Reel Insights



**4.1M Page & Profile Impressions Across Social Networks**

↑ **311K** from **908K**



**1.2M Post Reach Across Social Networks**

↑ **14K**



**73% Average Email Open Rate**



**REALTOR<sup>®</sup>  
ACADEMY**

SAN ANTONIO BOARD OF REALTORS<sup>®</sup>

**3,904  
REALTORS<sup>®</sup>  
received their  
license**



**Held 519  
classes**



The San Antonio Board of REALTORS® is your primary resource when it comes to finding a REALTOR® and buying and selling in San Antonio and the surrounding area. We are the largest professional trade organization in San Antonio and represent over 15,000 members. SABOR's jurisdiction covers Atascosa, Bexar, Frio, Karnes, Kendall, La Salle, McMullen, Medina, Uvalde and Wilson counties.



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