

2022 REPORT

SABOR

Year in Review

SABOR
SAN ANTONIO
BOARD of REALTORS®



A YEAR IN REVIEW

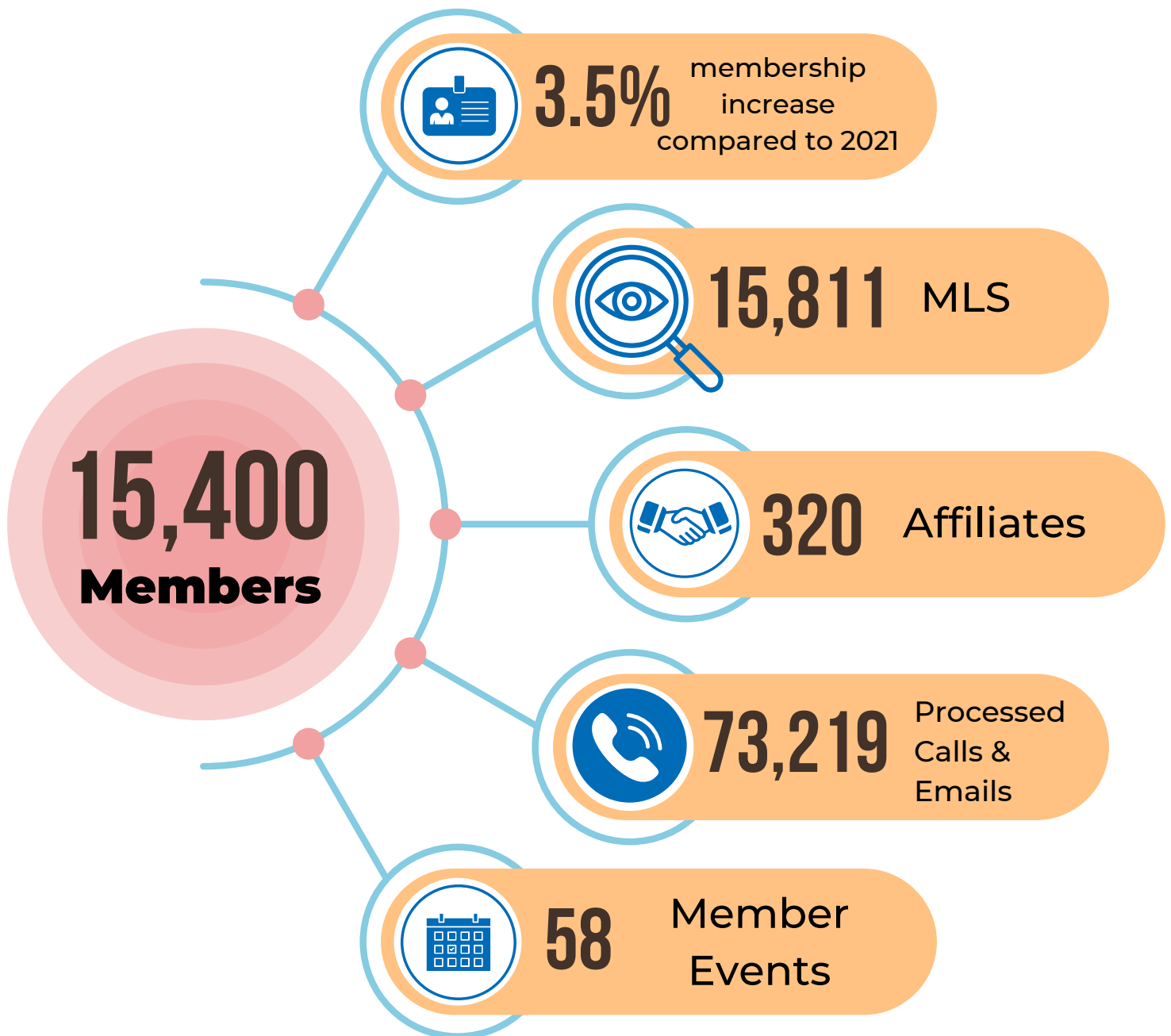
As I wrap up my time as chair, I want to thank you for your support and for being a SABOR member. It's been such an incredible year, full of accomplishments that will help us better serve our members and continue to make us the primary resource when it comes to real estate in San Antonio and the surrounding area. In this *Year in Review*, we highlight just a few of those exciting achievements.

Tracie Hasslocher
2022 Chairman

SERVICE

MEMBERSHIP

SUPPORT CARE






Educating and
empowering consumers
and REALTORS®

Why use a REALTOR®?

NEW WEBSITE LAUNCH

SABOR's new website launched on Tuesday, February 1, 2022. The development of the new website meets SABOR's Mission, "to advance the real estate industry and empower those we serve through education, advocacy, and collaboration." In addition, the site meets all five components of SABOR's strategic plan: Elevate, Execute, Collaborate, Streamline, and Enhance.





HAR DATA-SHARE

Coming in 2023, SABOR will enter a data-sharing partnership with the Houston Association of REALTORS® that will expand reliable data access, while increasing referrals and potential leads for our members. This regional MLS data access allows local brokers and agents to have real-time listings in each other's market. With SABOR, the 4th largest association in Texas, joining forces with HAR, the largest association in Texas, our members will have a competitive edge in today's market.



MLS

LisTrac

ListTrac allows members to monitor their listing stats, wherever their listings appear online — from IDX sites to consumer-facing portals.

Down Payment Resource

Our partnership with DPR will help our members better serve their clients by shedding light on the ample homebuyer assistance programs available in our region.

Offer Manager

Offer Manager allows our members to submit and manage offers through ShowingTime.

InfoSparks

InfoSparks is an interactive data tool ready to change the way our members use, display and share housing information. The tool is customizable and allows users to compare trends of up to four areas at the same time.

GLOBAL

GLOBAL ACHIEVEMENT AWARD



SABOR was awarded the 2022 SILVER Global Achievement Program Award by NAR. This award is designed to recognize and reward the most active associations in global business.

GRANTS AWARDED



REALTOR® DEVELOPMENT

REALTOR® BUILDER BUS TOUR AND EXPO

The REALTOR® Builder Bus Tour and Expo filled four busses of members who toured several home sites and visited with vendors during the expo.



COMMERCIAL

NAR COMMERCIAL ACCREDITATION



SABOR was awarded the NAR Commercial Services Platinum Accreditation. This award acknowledges the commitment SABOR has made to the region.

COMMERCIAL BUS TOUR

SABOR held its first ever Commercial Bus Tour. The event was fully sponsored.



GRADUATE REALTOR® INSTITUTE

GRI MEMBERSHIP INCREASE



GRADUATE,
REALTOR®
INSTITUTE

76

30



GOVERNMENT AFFAIRS



Conducted the association's first-ever NAR Candidate Training Academy to help interested REALTOR® members learn more about what to expect when filing to run for public office and how to run a successful grassroots campaign.



Received the 2022 Lehman Local Board Governmental Affairs Achievement Award.



Commissioned NAR research study on the benefits of homestead exemption increases in the City of San Antonio and Bexar County. These efforts resulted in successful policy changes which will save the average homeowner more than \$3,800 in taxes over the next decade.



Mitigated potential harmful changes to the City of San Antonio sign code which would have placed further restrictions on real estate signs.



Supported policy changes to the San Antonio Unified Development Code, easing restrictions on Accessory Dwelling Units, creating more affordable housing options for residents.



First organization to host a political debate between Bexar County Judge candidates' – Judge Peter Sakai and Commissioner Trish DeBerry.

TREPAC

RECORD GOALS SET



Raised more than **\$820,000** for TREPAC⁺ which is the most in SABOR history.[♦]



GRANTS

Awarded first place for Mega Boards in Texas for TREPAC fundraising for participation at **69%** and for quota at **179%**.



COMMUNITY OUTREACH

SAMMINISTRIES

SABOR members stuffed and hid 1,000 Easter eggs 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 people 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 children.



SAN ANTONIO FOOD BANK

More than 9,000 pounds of food were collected for our other Charity of Choice, the San Antonio Food Bank. The Great SABOR Food Fight challenged members to a friendly competition to collect the most rice, cereal, and mac and cheese. Our members stepped up with 21 companies participating in this effort to help feed San Antonio. In addition, members participated in Distribution Day, packing and passing out food items to help local families.



REALTORS® ARE GOOD NEIGHBORS

From June 6 to 10, 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, San Antonio ISD, 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

UVALDE REALTOR® COUNCIL

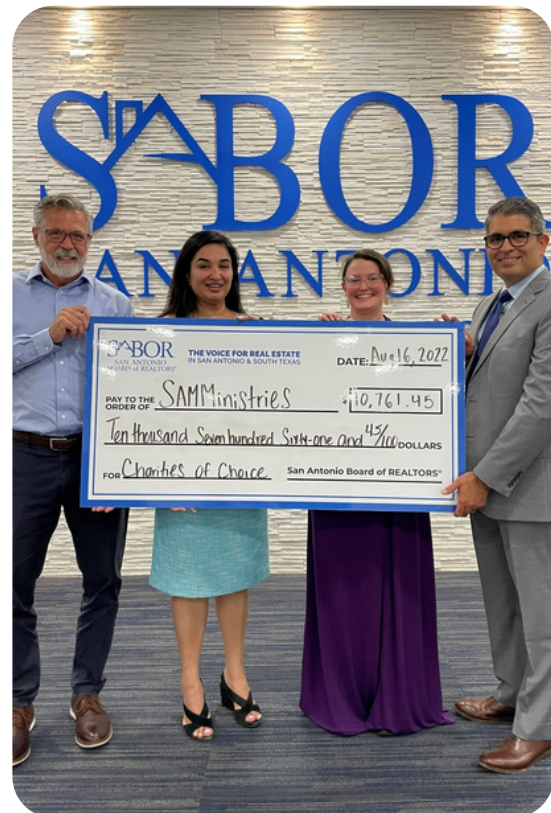
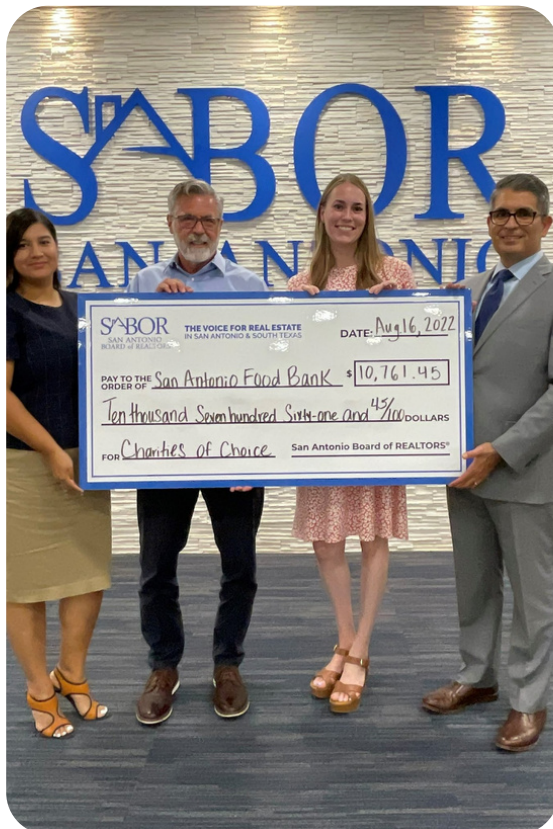


The Board of Directors approved a \$150,000 donation on behalf of our members to the Robb School Memorial Fund, an account set up for families of Robb Elementary.



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 \$21,522.90 which was split between the two.



MARKETING & COMMUNICATIONS



El Bronce Award of Excellence Recipient
Digital Newsletters/Publications Category



403 Marketing Requests



30+ Emails Sent Monthly



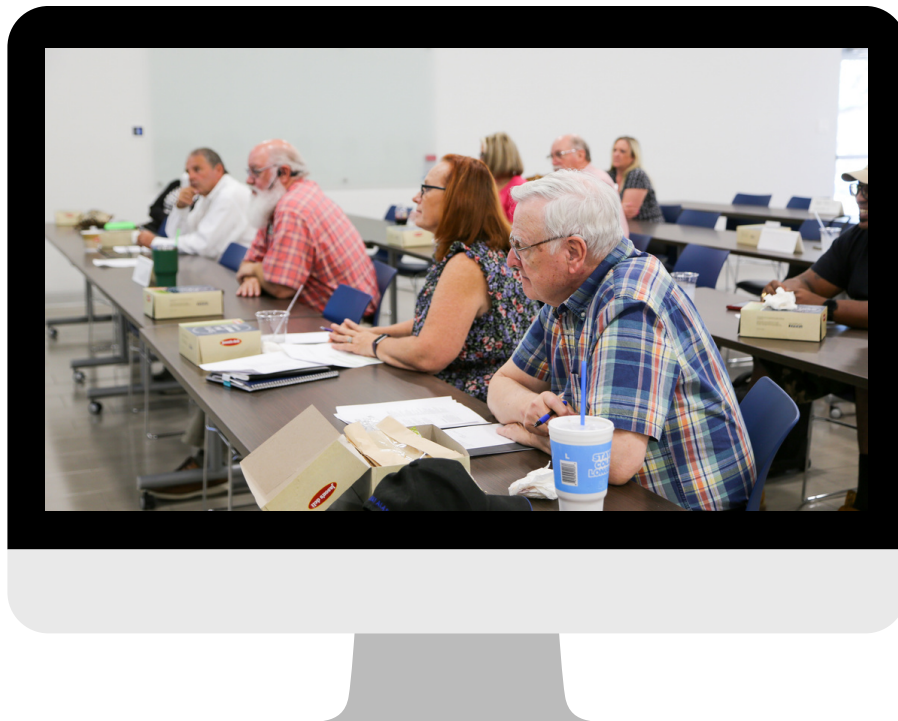
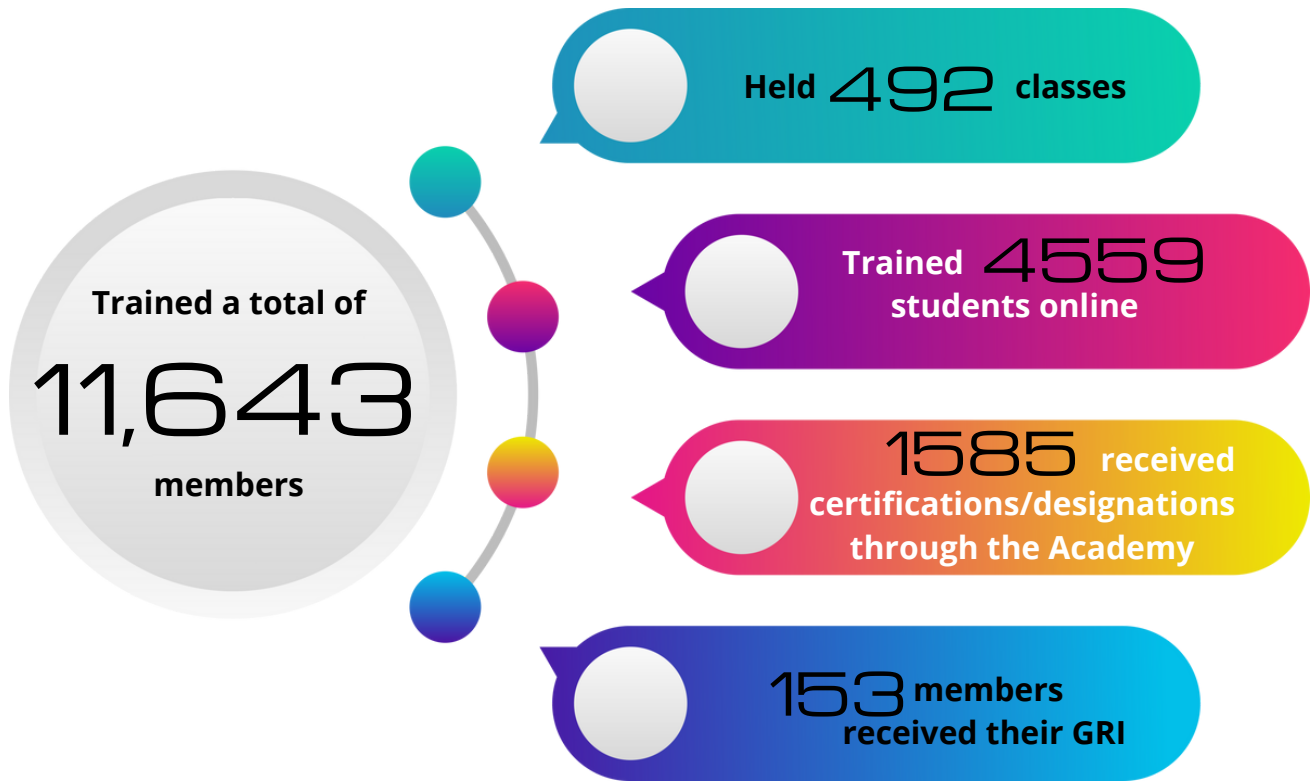
45% Average Open Rate



31,000+ Total Fans & Followers



2,500– Social Media Posts
Reach – **3.1M**





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.



9110 IH-10 W, San Antonio, TX 78230



(210) 593-1200



www.sabor.com