

MESSAGE FROM THE PRESIDENT



Howard Bissell, III

As we celebrate our 21st anniversary, we recognize that our mission is just as relevant today as it was in 1993: to promote high professional standards and services to our members and the commercial real estate industry. Thanks to our strong membership and sponsor support, CRCBR is financially

in the best shape it's ever been.

In 2014, the organization continued its partnerships with industry affiliates, the Charlotte Regional Partnership, UNCC, the Charlotte Chamber, and the *Charlotte Business Journal*. We were able to concentrate on broadening CRCBR's impact in the community, beyond commercial real estate, and focus on better communication with our members. NCAR recognized us for our members' community impact, featuring members who are active in non-profits that are making our community a better place to live. We also successfully received NAR grants to fund support of the City Bond Campaign and to develop a new commercial CE course.

Currently, our leadership is participating in a nationwide effort to achieve new Core Standards as established by the National Association of REALTORS®. A presidential task force

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evaluated the new standards and is offering guidance to the CRCBR leadership as we develop a plan of action. The focus of our leadership is to provide the most effective and relevant organization for our region's commercial real estate industry.

SiteIndex continues to be a critical member resource. In 2014, an investment in Google AdWords increased the public exposure of our subscribers' listings. A number of local economic development organizations continue to partner with us, enabling SiteIndex to act as their online source for available properties. Our service provider, Karnes Research Co., continues to make the site more user-friendly with feedback from our subscribers.

Education, legislative action, programs/networking, and data/information are the foundation of CRCBR. Our leadership remains focused on delivering value to the members and sponsors, seeking feedback on how we can improve on our commitment to promoting the highest standards in the commercial real estate industry. We are proud to be the voice of commercial real estate for the Charlotte region.

Sincerely,

Howard Bissell, III
 2014 CRCBR President

ALLIANCE SPONSORSHIP

The Alliance sponsorship program remains the backbone of many CRCBR initiatives and endeavors. 2014 was a great year for sponsor contributions. **Matt Harper's** third year as committee chair proved equally successful as his prior years. With 42 sponsors, we enhanced many of the association's offerings in 2014. See the back page of this report for a full list of our 2014 Alliance sponsors.



2014 Alliance sponsors out-and-about at CRCBR events

MEMBERSHIP

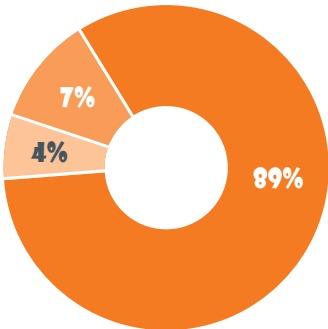
Our 2014 membership committee, led by **Leah Bailey**, worked to sustain and grow our membership numbers. We finished the 2014 fiscal-year with 933 members, a 3% decrease from 2013 (966), but still 3% higher than 2012 (913). The membership committee works to take our membership growth from static to bounding by tapping unexplored membership sources, re-engaging once active members and reducing the overall number of non-renewals.

Enhancing communication with our members is a top priority. The committee is increasing our social media activity, hosting new member orientations, and providing plenty of networking opportunities for REALTOR® and Corporate Associate members. In fact, December brings the launch of our new, free CRCBR mobile app on Google Play and the Apple App Store. The mobile app puts CRCBR on the desktop of your mobile device, utilizing its native features to keep you abreast of events, news, and social media activity. All things CRCBR are now just a screen tap away!

Connecting members to members, providing key industry news, and offering events to expand business opportunities, CRCBR’s information and connection resources include (click on the blue links):

- **CRCBR Website**
- **The Voice** (our blog)
- **Facebook**
- **LinkedIn**
- **Mobile App** - access it on **Google Play** and the **Apple App Store**.

Members by Type



Percentage	Item
89%	REALTOR® (832)
7%	Corporate Associate (62)
4%	Public Service (40)

PROGRAMS

CRCBR’s programs offer maximum opportunity for member and sponsor networking. With more than 1,000 total attendees at various events in 2014, our vibrant program offerings are a testament to the hard work and creativity of **Vince Sumner** and his dedicated committee.

2014 programs included:

- Annual Meeting
- Commercial Spotlight Trade Show
- CREQ Live
- Deal Makers Awards Program
- Economic & Legislative Updates
- Golf Tournament
- Members-only Networking Events
- Partnership Breakfast with CRP
- REBIC BBQ



EDUCATION

Education is an important part of what our association provides and no one understands this better than committee chair **Rob Speir**. Our continuing education courses are the only classes in the 18-county Charlotte region that are 100% focused on the commercial practitioner with each class offering a great opportunity for networking. In 2014, CRCBR offered more than 20 CE courses, two online course options and several in-house events.

2014 continuing education included:

- 10 Risks Commercial Brokers Must Manage
- Broker-In-Charge Annual Review Course
- Due Diligence Issues in Commercial Real Estate
- Eminent Domain: What Agents Should Know
- Ethics for Commercial Agents
- Introduction to Commercial Real Estate
- Mandatory Update – Commercial Version
- Property Management and Managing Risk
- The RCA-NCAR Commercial Forms

LEGISLATIVE

Marty McLaughlin's committee is one of the most popular and active within our organization. Strengthening relationships between CRCBR and our elected officials was accomplished in 2014 through many avenues including hosting public official luncheons; attending REALTORS® Legislative Day in Raleigh; partnering with our local lobbying arm, the Real Estate and Building Industry Coalition (REBIC); and meeting one-on-one with officials to discuss legislation affecting our members. The Legislative Committee applied for and received a \$9,500 NAR Issues Mobilization Grant to support the City Bond Campaign and raised more than \$5,400 for the REALTORS® Political Action Committee (RPAC), \$2000 of which was awarded to local candidates.

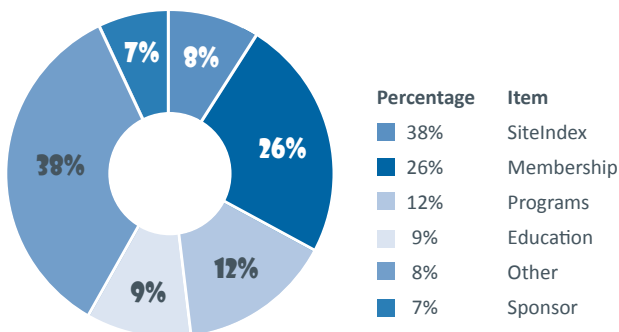
COMMUNITY IMPACT

In 2014, we took a careful look at the community initiatives in which our members are engaged, as well as how CRCBR can make a special impact in the communities where we work, live and represent. Under the leadership of **Roger Cobb**, the committee skillfully tackled its goals including reinforcing activities already in place with our member companies and encouraging participation in the commercial real estate volleyball tournament. Beginning in 2015, CRCBR will be working with the Y Achievers program to offer summer internships at commercial real estate firms. This national YMCA program is designed to help teens set and pursue educational and career goals. The program offers opportunities for members to participate in the year-round training and to host interns.

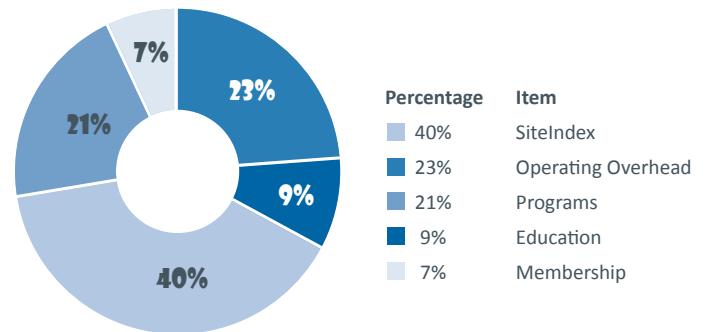
ASSOCIATION FINANCES

Under the watchful eye of our treasurer, **Keith Bell**, CRCBR monitors monthly revenue and expenses, and works toward delivering the highest value without increasing membership dues. As we weigh benefits and costs, member value is our top priority.

Association Revenue



Association Expenses



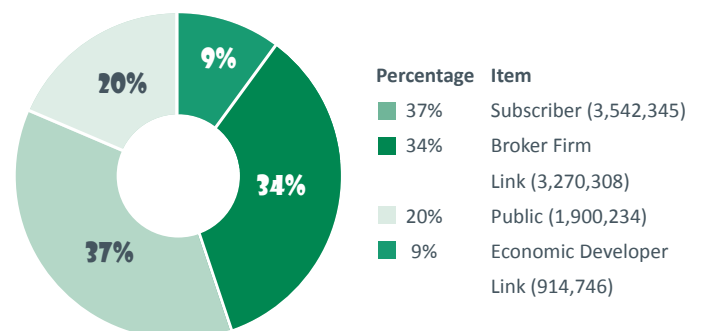
SITEINDEX

SiteIndex is one of the top CRCBR member benefits. With 20,322 properties in the system and 5,886 active listings, SiteIndex is the *Dynamic Source for Commercial Properties in the Charlotte Region*. During 2014, SiteIndex had 215,843 unique web sessions (approximately 591 per day) with 60% of the site traffic coming from non-subscribers and 15% directly from Google searches.

To increase public searches of www.SiteIndexCharlotte.com, the SiteIndex Board invested in Google AdWords. This investment has increased the public traffic to the site by 50%. SiteIndex continues to drive traffic through partnerships with economic developers, displaying our subscribers' listings on their websites and driving 914,746 property views in 2014.

Based on user feedback, the SiteIndex Board worked with Karnes to enhance SiteIndex features. Updates included new brochure design options, session and performance improvements, enhanced map options, and an updated iPad app. To ensure users are aware of these updates, SiteIndex training for experienced users is available upon request – email info@siteindexcharlotte.com for more information.

Property Views by Type



2014 OFFICERS & DIRECTORS

Executive Committee

President..... Howard Bissell
 President Elect Jessica Brown
 Vice President Eric Ridlehoover
 Secretary Matt Harper
 Treasurer Keith Bell
 Immediate Past President..... Scott Hensley
 Executive Vice President..... Theresa Salmen

Directors At Large

Leah Bailey	Maxwell Hanks
Meredith Ball	Matt Harper
Keith Bell	Scott Hensley
Howard Bissell	George Macon
Jessica Brown	Eric Ridlehoover
Michael Catanese	Warren Snowdon
Teddy Chapman	Vince Sumner
Brad Cherry	

Designees

CCIM Designee Steve Rich
 IREM Designee Steve Banner
 SIOR Designee Charlie Swanson

Regional Directors

Donna Adams
 Eric Clay
 Ed McAfee
 Van Southard
 Debbie Weatherby

Corporate Associate Director

Perry Quick

Committee Chairs

Membership..... Leah Bailey
 Legislative Marty McLaughlin
 Education Rob Speir
 SiteIndex Mtg..... Eric Ridlehoover
 Alliance Matt Harper
 Programs..... Vince Sumner
 Prof. Standards..... Bob Percival
 Grievance Tom Cochran

2014 SITEINDEX OFFICERS & DIRECTORS

President..... Howard Bissell
 Vice President Jessica Brown
 Secretary Eric Ridlehoover
 Treasurer Pete Pittroff
 Director at Large..... Greg Copps
 Director at Large..... Tim Robertson
 Director at Large..... John Stipp
 Immediate Past President..... Scott Hensley

2014 ALLIANCE SPONSORS

CHAIRMAN

CBRE

CHILDRESS KLEIN
 PROPERTIES

JLL

SiteIndex
 The Dynamic Source for Commercial Properties
 in the Charlotte Region

WISHART NORRIS
 HENNINGER & PITTMAN
 ATTORNEYS AT LAW

PARTNER

Bissell
 Floyd Smith Office Park
 Lincoln Harris, LLC
 Merrifield Patrick Vermillion

CORPORATE ASSOCIATE

AccuMeasure
 Charlotte Business Journal
 Charlotte Metro Credit Union
 Charlotte Regional Partnership
 Citrix ShareFile
 CohnReznick
 ECS Carolinas, LLP
 Fifth Third Bank
 HarkerDoerre, LLC
 K & L Gates
 LeChase Construction Services
 Ranger Construction
 Rodgers Builders, Inc.
 Shelco, Inc.
 Smith Harris Design Associates
 Southeastern Construction & Development Co.
 SouthPark Towers
 SteelFab, Inc.

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