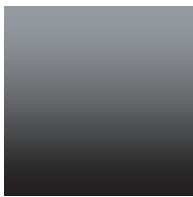




2013 ANNUAL REPORT



CRCBR

CHARLOTTE | **COMMERCIAL**
REGION | BOARD OF REALTORS®

MESSAGE FROM THE PRESIDENT



As we celebrate our 20th anniversary, we recognize that CRCBR's mission is just as relevant today as it was back 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 accomplished several initiatives in 2013 including: developing and funding a \$25,000 UNCC Center for Real Estate Scholarship program, redesigning the CRCBR logo, and designing the CRCBR website, while also incorporating a new database system.

SiteIndex is a critical member resource. We continue to reinvest in this asset, looking for ways to help promote our members and their listings. A number of local economic development organizations partnered with us this year to act as their online source for available properties and SiteIndex now provides the data for the Charlotte Chamber's quarterly real estate report.

The organization continues to focus on legislative issues affecting our members by strengthening relationships with elected officials and contributing to candidates through RPAC (REALTORS® Political Action Committee) donations.

Networking remains one of the cornerstones of our organization so this past year we focused on increasing collaboration with industry partners including NAIOP, the Charlotte Chamber, the Charlotte Business Journal, and the Charlotte Regional Partnership.

It is official . . . the commercial real estate industry is on the rebound and CRCBR's commitment to the industry and its members is as strong today as it was 20 years ago! We enjoy supporting our members and sponsors throughout the region and hope you will continue to join us as we continue to grow and improve.

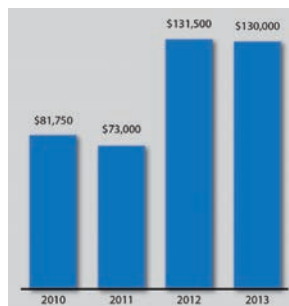
Sincerely,

Scott Hensley, CCIM, SIOR
2012-2013 CRCBR President

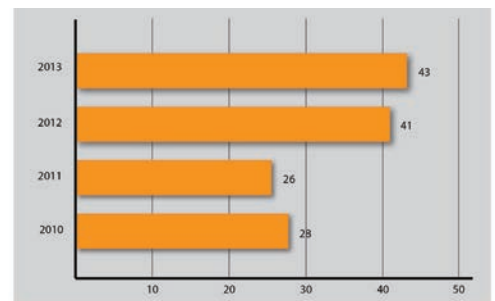
ALLIANCE SPONSORSHIP

The Annual Sponsorship program remains the backbone of many of the association's initiatives and endeavors. 2013 was a great year for sponsor contributions.

Matt Harper's second year as committee chair proved to be as equally successful as his first. With a record 43 sponsors, we maintained and even enhanced many of the association's offerings in 2013.



Sponsorship Dollars Raised



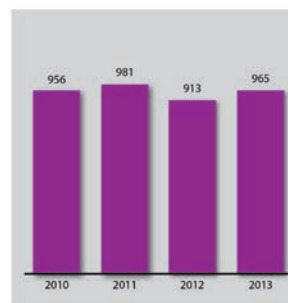
of Sponsoring Companies

MEMBERSHIP

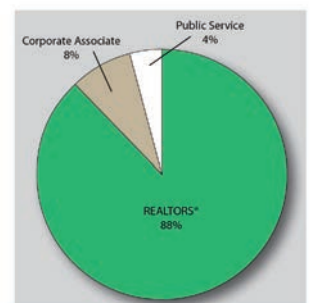
Our 2013 membership committee, led by **Leah Bailey**, did a tremendous job increasing the total membership by 6% and exceeding the lofty goal set by the Board. Staying in contact with our members was a priority for 2013 and the committee focused on expanding social media, utilizing Facebook, posting to *The Voice*, and hosting new member orientations.

Stay informed about CRCBR members, events and activities by simply subscribing to the blog (for an email when postings occur), "like us" on Facebook, or "connect to us" on LinkedIn:

- The Voice (our blog) - <http://blog.crcbr.org>
- Facebook - search for "Charlotte Region CBR"
- LinkedIn - search for "Charlotte Region Commercial"



of Members



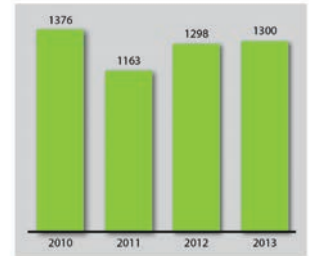
% of Members by Type

PROGRAMS

CRCBR's programs offer maximum opportunity for member and sponsor networking. With more than 1,300 attendees at various events in 2013, it is a testament to the hard work and creativity of **Vince Sumner** and his dedicated committee.

2013 CRCBR programs included:

- Deal Makers Awards Program
- Members-only Networking Events
- Economic & Legislative Updates
- Commercial Spotlight Trade Show
- Golf Tournament
- Annual Meeting
- Regional Meetings
- CREQ Live



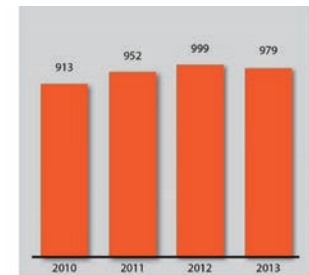
Programming Attendance

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 and each class offers a great opportunity for networking. In 2013, CRCBR offered more than 20 CE courses, two online course options and several in-house events. In partnership with Cindy Chandler, our popular Commercial Core Concepts series returns in 2014.

2013 CRCBR continuing education included:

- Mandatory Update – Commercial Version
- Broker-In-Charge Annual Review Course
- 10 Risks a Commercial Broker Must Manage
- Ethics for Commercial Agents
- ABCs of Commercial Zoning
- The RCA-NCAR Commercial Forms
- 19 Mistakes Commercial Brokers Make
- Intro to Commercial Real Estate
- Property Management and Managing Risk
- The Tax Deferred Exchange IRC 1031



CE Attendance

In-house CE opportunities are available. The CRCBR staff works with members to create best-fit scenarios for optimum CE fulfillment.

LEGISLATIVE

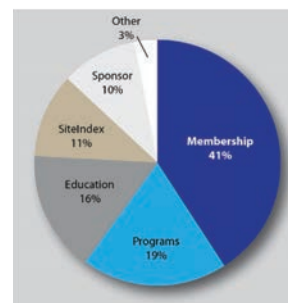
Marty McLaughlin's committee is one of the most popular and active within our organization. Strengthening relationships between CRCBR and our elected officials was accomplished through many avenues including hosting public official luncheons, attending REALTORS® Legislative Day in Raleigh, partnering with our local lobbying arm, the Real Estate Building Industry Coalition (REBIC), and meeting with officials one-on-one to discuss legislation affecting our members. More than \$5,300 was raised in 2013 through RPAC (REALTORS® Political Action Committee).

Year	\$ Amount Raised	Participants
2013	\$5,370	75
2012	\$5,430	130
2011	\$5,670	72
2010	\$3,889	43

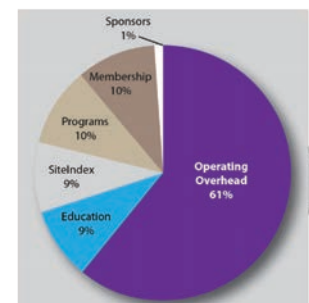
RPAC Fundraising

ASSOCIATION FINANCES

Under the watchful eye of our treasurer, **Jessica Brown**, 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 number one priority.



2013 Revenue

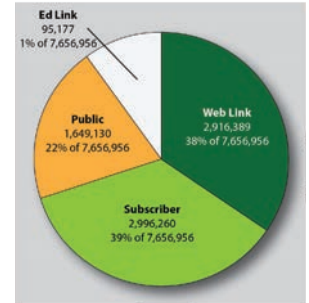


2013 Expenses

SITEINDEX

This asset and resource is always noted as one of the top member benefits. With 18,825 properties in the system and 5,624 active listings, SiteIndex is the *Dynamic Source for Commercial Properties in the Charlotte Region*. During 2013, SiteIndex had 227,760 unique sessions (approximately 624 per day) with 60% of site traffic from non-subscribers and 15% directly from Google searches. SiteIndex is working to drive traffic through partnerships with economic developers by displaying our subscribers' listings on their sites, driving 26,000 property views in 2013. The Charlotte Chamber's *Real Estate Quarterly* uses our data and beginning this year their online property listings are provided by our SiteIndex subscribers.

To continue to enhance SiteIndex for our subscribers, an app for iPad® was created through an Innovation Grant from the National Association of REALTORS®. Launched at the 2012 Annual Meeting, this tool offers mobile access to property listings.



Property Views by Type

2013 OFFICERS & DIRECTORS

Executive Committee

President Scott Hensley
President Elect Howard Bissell
Vice President Matt Harper
Secretary Keith Bell

Treasurer Jessica Brown
Immediate Past President Robby Kirby
Executive Vice President Theresa Salmen

Directors At Large

Leah Bailey	Teddy Chapman	Scott Hensley
Keith Bell	Brad Cherry	George Macon
Howard Bissell	Meredith Dickerson	Eric Ridlehoover
Jessica Brown	Maxwell Hanks	Warren Snowdon
John Cashion	Matt Harper	

Regional Directors

Donna Adams
 Eric Clay
 Ed McAfee
 Kerri Robusto
 Van Southard

Corporate Associate Director

William Harris

Designees

CCIM Designee Steve Rich
REBIC Designee Joe Padilla
SIOR Designee Brent Royall

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

2013 SITEINDEX BOARD OF DIRECTORS

President Scott Hensley
Vice President Howard Bissell
Secretary John Stipp
Treasurer Pete Pittroff

Director At Large Eric Ridlehoover
Director At Large Tim Robertson
Director At Large John Stipp

2013 ALLIANCE SPONSORS

CHAIRMAN LEVEL



PARTNER LEVEL

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

CORPORATE ASSOCIATE LEVEL

AccuMeasure | Acoustical Interiors, Inc. | Charlotte Business Journal | Charlotte Metro Credit Union | Charlotte Regional Partnership | ECS Carolina, LLP | HarkerDoerre, LLC | J.D. Goodrum General Contractors | K&L Gates | LeChase Construction Services | Ranger Construction Company | Rodgers Builders, Inc. | Shelco, Inc. | Smith Harris Design Associates | Southeastern Construction & Development Co. | SouthPark Towers | SteelFab, Inc.

CONTRIBUTOR LEVEL

Beacon Partners | Cassidy Turley | Coldwell Banker Commercial – MECA | Colliers International | Cresa Partners | Crescent Communities, LLC | Cushman & Wakefield | Thalimer | Insite Properties, LLC | KDC Real Estate Development & Investments | The Keith Corporation | Liberty Property Trust | The Nichols Company | Percival McGuire Commercial Real Estate | Piedmont Properties of the Carolinas, Inc. | Spectrum Properties, Inc. | Trinity Partners