



A Year in Review - 2025

Board of Directors' Leadership & Governance

Throughout 2025, the Board of Directors focused on strengthening governance, protecting Association assets, and positioning the organization for long-term success in a rapidly evolving environment. Key actions included extending the DocuSign member benefit through May 2026, while also evaluating recommendations from a joint regional task force regarding future e-signature platform options. This measured approach reflects the Board's commitment to both fiscal responsibility and member value.

The Board also approved a rolling Strategic Plan with no fixed end date, allowing the Association to remain nimble and responsive to changing market conditions, emerging trends, and evolving member needs. Unlike a static plan, this framework is continuously reviewed and refined to ensure strategic priorities remain relevant and actionable.

In addition, the Directors adopted a comprehensive Cyber Security Policy Handbook addressing email and data security, password management, artificial intelligence, cyber insurance, and best practices. The Board continued to implement the corporate restructure, working closely with legal, tax, and accounting professionals. The new structure—a holding company with three subsidiaries focused on operations, investment property, and financial investments—was designed to safeguard assets, mitigate liability exposure, and reinforce sound fiscal stewardship.

Financial Highlights

The Association is closing the year in a strong financial position, finishing within approximately 3% of approved budget projections. This outcome reflects careful planning, disciplined expense management, and consistent financial oversight throughout the year.

The organization remains on solid fiscal footing, supported by ample reserves and a conservative investment philosophy focused on capital preservation and risk mitigation. Overall, the Association's financial condition demonstrates responsible governance and prudent stewardship of member resources.

Member Engagement & Education

Member engagement remained a top priority in 2025, with strong participation across education, outreach, and events. The Association hosted four Broker Invitationals, bringing together 215 brokers and managers for dialogue and collaboration.

The Association of REALTORS® School delivered 111 accredited classes, serving 3,153 students, while an additional 26 non-accredited seminars and events attracted 1,868 attendees. Staff also conducted office visits throughout Chester, Delaware and Montgomery counties to provide education, promote Association programs, and deliver legislative updates, reaching both active members, and members of neighboring Associations directly.

Professional Standards

The Association continued its commitment to professionalism and ethical practice, processing 124 buyer/seller dispute resolution matters, 5 arbitration cases, and 18 ethics cases during the year. These efforts reinforce confidence in the REALTOR® brand and support fair and timely resolution of member concerns.

Diversity, Equity & Inclusion

Diversity, equity, and inclusion initiatives focused on education, advocacy, and collaboration. In February, the Association launched *Navigating the Home-Buying Journey*, a consumer-facing educational project featuring videos and customizable flyers designed to promote homeownership, particularly within marginalized communities.

A Fair Housing Month webinar highlighted the history and importance of the Fair Housing Act, appraisal discrimination, and REALTOR® advocacy, featuring the Housing Equality Center. Members were also encouraged to demonstrate their commitment to DEI through a Call to Action, with recognition for completing national certifications and coursework.

In September, the Association collaborated with PAR, neighboring associations, and multicultural real estate organizations to host a successful Diversity Summit, featuring educational panels, fair housing discussions, and collaborative engagement.

Commercial Chapter

The Commercial Chapter experienced a highly successful year under new leadership, marked by strong attendance, enhanced programming, and expanded visibility. Commercial/Industrial Marketing Exchanges transitioned to a quarterly format with hybrid participation options, increasing engagement and accessibility.

Well-attended programs included an Economic Forecast, Education Summit, Developer's Forum, C/I Marketing Exchanges, and a CRE Boot Camp series. The Chapter also achieved Platinum-level Commercial Services Accreditation from NAR, affirming the Association's commitment to supporting commercial practitioners. Planning is underway for an ambitious 2026 slate of programs and regional collaborations.

RPAC

The 2025 RPAC campaign was highly successful, raising \$249,217, representing 191.94% of the NAR goal. A total of 3,138 investors participated—36.25% of the membership. Fundraising efforts included RPAC drawings, two telethons, and a car sweepstakes initiative, which alone generated over \$130,000 in investments.

Member Outreach

Tri-County Suburban REALTORS® continues to see strong and growing engagement across digital platforms, free seminars, and affiliate partnership. Social media channels continue to show steady upward momentum, with the public Facebook Page reaching over 3k followers, Instagram reaching 2.8K followers, and LinkedIn growing close to 1k followers. Member communications remain highly effective, as demonstrated by *Tri-County Today* achieving a 62% open rate, outperforming both 2024 (57.15%) and 2023 (54.92%). Free educational offerings, while fewer in number in 2025, delivered stronger impact, averaging 45 attendees per session and surpassing participation levels from previous years. Notably, *Anatomy of a House* sold out with 70 in-person attendees. Engagement is further reinforced through consistent affiliate participation, with repeat sponsorships across events.

Technology

Significant technology improvements were completed in 2025, including the successful implementation of upgraded hybrid classroom technology using the Zoom Room platform. These enhancements expanded access to education and improved interaction with remote participants. The Association also utilized text messaging software to effectively communicate time-sensitive information during dues billing and Board elections.

Staff Commitment

Staff continued to demonstrate exceptional commitment to professional development, earning advanced credentials and serving on PAR and NAR committees. These efforts strengthen institutional knowledge, enhance service delivery, and support the Association's leadership role within the REALTOR® community.

As industry practices and policies continue to evolve, the Association remains financially strong, strategically focused, and well-positioned to meet member needs. Through responsible governance, ongoing engagement, and investment in people and technology, the organization is prepared to support its membership now and into the future.