

**CALIFORNIA ASSOCIATION  
OF REALTORS®**

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**November 2017 State Leadership Idea Exchange Council**

Housing affordability is one of the most pressing issues California faces today. The problem is particularly noticeable in major urban areas such as Los Angeles and San Francisco. With this in mind, the California Association of REALTORS® developed the Center for California Real Estate (CCRE) in 2013 to provide intellectual engagement in the field of real estate. The CCRE's mission is to advance industry knowledge and innovation with the guidance of key experts and stakeholders in formal discussions focused on housing issues.

The CCRE's primary objective is to raise awareness about the state's housing crisis through moderated discussions which has carried over to successful events facilitated by the 2017 California Series.

The California Series in Sacramento featured three events: first was a discussion between C.A.R. CEO Joel Singer and Chapman University Director of the Center for Demographics and Policy Joel Kotkin, on the research findings between millennials and homeownership; second CCRE held a special luncheon for 100 VIP donors where C.A.R. President Geoff McIntosh served as a moderator for a panel where elected officials such as California State Senator Toni Atkins, Assembly Member Catharine Baker and Assembly Member Jim Cooper continued the discussion on legislation directed to improve the state's housing affordability crisis; third, the UC Center and CCRE partnered to sponsor a public presentation featuring UC Irvine Professor Douglas Houston addressing transportation issues relative to housing.

In August, CCRE, in partnership with the Bay Area Council, convened a panel at LinkedIn headquarters in San Francisco on issues relative to housing affordability. C.A.R. President Geoff McIntosh moderated one panel discussing the Bay Area's housing crisis, which featured UC Berkeley's Turner Center for Housing Faculty Director Carol Galante, Executive Director of YIMBY Action Laura Foote Clark, LinkedIn Community Affairs Director Katie Ferrick, and Universal Paragon Corporation General Manager Jonathan Sharfman. Lastly, the second panel of this event focused on housing policy and was moderated by the Bay Area Council Governmental Affairs Senior Vice President Matt Regan.

Overall, feedback from our audience members indicated a high level of interest in hosting future panel events. Many REALTORS® felt that the information discussed was not only relevant but extremely beneficial to understanding the changing environment of their businesses. Quite a bit of media coverage was provided during these events which included broadcasts with NBC, CBS, the San Francisco Chronicle, San Jose Mercury News, Los Angeles Times, and Bloomberg Radio. Our upcoming EXPO in San Diego (October 11-14) will again highlight these issues related to the housing crisis. The EXPO will feature a Public Policy Forum on “What’s Next” for housing affordability where California State Senator Atkins, Assembly Member Todd Gloria, and Assembly Member Marc Steinorth will speak on the housing crisis and building on the success of California’s recently enacted housing package.

C.A.R. has been pivotal this year in its advocacy of measures to help facilitate policy discussions. We would like to expand upon our efforts by engaging with other state associations that have pursued similar efforts with leadership for example, alliances with public policy groups or coalitions to discuss housing affordability issues. Furthermore, C.A.R. intends to inform our representatives on the benefits for creating incentives directed to new housing or redevelopment at the November NAR Leadership Exchange. Far too often at the local level, large cities block housing development -- as was the case with Measure S which was proposed on the March 7th Los Angeles City Ballot -- because local advocates fear that new development projects will create more burden on the community than benefits. This focus on negative outcomes like overpopulation, more crime, and a larger police force needed around new development areas has created a stagnant atmosphere of slow progress where local governments do not see the tremendous opportunities associated with new housing and redevelopment such as, increased retail spending, better use of public transit, etc.

Recently, C.A.R. supported a legislative package aimed directly at addressing our state’s housing crisis. The following bills were included in the 15 bill package and were signed into law by Governor Brown on September 29th:

- AB 72 (Santiago and Chiu) Enforcement of California Housing Laws
- AB 73 (Chiu) Housing Sustainability Districts
- AB 678 (Bocanegra) and SB 167 (Skinner) Housing Accountability Act (HAA) Expansion and Enforcement
- AB 879 (Grayson) Housing Element: Developers
- SB 2 (Atkins) Funding: Permanent Source – Affordable Housing
- SB 35 (Wiener) Streamlining Affordable Housing Production
- SB 540 (Roth) Workforce Housing Opportunity Zones
- SB 3 (Beall) Veterans and Affordable Housing Bond Act of 2018\*

\*C.A.R. will adopt policy at our Fall Board meetings.

Finally, C.A.R. has continued promoting equality in the workforce. Our 2017 Membership Development Diversity Initiative Program culminated with the inaugural June WomanUP! conference at the Westin Hotel in Pasadena. C.A.R. initially anticipated only 100 attendees but more than 330 registered for this event. Although roughly fifty-four percent (54%) of REALTORS® in California are women, only one-third of them account for leadership positions in firms with over 100 agents. Women are greatly under represented in leadership positions and, particularly, in the real estate brokerage industry. Thus, this one-day conference served as a mentorship, development, and networking workshop for women REALTORS® who want to lead at their respective firms. Many guest speakers and prominent agents discussed some of the challenges they faced and how to overcome adversity. WomanUP! was very well received by our audience and continued on the road with tracks at other conferences such as Inman Connect and the realtor.com summit. We look forward to a second event in 2018. The 2018 conference will be 2 days and includes additional research and interviews along with the launch of a mentoring network and speaker's bureau.



**Above: LinkedIn Event (L to R: C.A.R. President Geoff McIntosh, UC Berkeley's Turner Center for Housing Faculty Director Carol Galante and Executive Director of YIMBY Action Laura Foote Clark)**



**Above: Sacramento Business Meetings 2017 (L to R: Chapman University Director of the Center for Demographics and Policy Joel Kotkin and C.A.R. CEO Joel Singer)**



**Above: Sacramento Business Meetings 2017 – VIP Luncheon (L to R: C.A.R. President Geoff McIntosh, Assembly Member Catherine Baker, and Senator Toni Atkins)**



**Above: June 2017 WomanUP! Conference at Westin Pasadena**

**For more information about the Center for California Real Estate please visit their website at:**

<http://centerforcaliforniarealestate.org/>