

ORRA 2017 BY THE NUMBERS

PROFESSIONAL DEVELOPMENT



146 LIVE CLASSES



846 LIVE CE HOURS



1,438 ONLINE CE HOURS

31% members have a designation or certification

Designations & Certifications



TOP 5	GKC	2,857
	GRI	845
	ABR	258
	CIPS	131
	CRS	139

ADMINISTRATION



2,257

NEW MEMBER ORIENTATION ATTENDEES

445 VOLUNTEERS

18 COMMITTEES

132 MEETINGS

21 MAJOR EVENTS

18 SPECIALTY EVENTS

largest REALTOR® association in the country

PROFESSIONAL STANDARDS

35 ETHICS

15 ARBITRATION

5 MEDIATION

12 WITHDRAWAL

67
cases

GOVERNMENTAL AFFAIRS

\$281,156

contributions to date

GOAL: \$254,144



Critical Issues:

- Mortgage Interest Deduction
- Flood Insurance
- State and Local Tax Deductions
- Business Rent Tax
- Estoppel Fees
- Property Insurance

COMMUNICATIONS & MARKETING

167

media clips



E-mail

47%

Avg. Open Rate

8%

Avg. Click Rate

orlandorealtors.org

236,240 Sessions

125,967 Users

554,762 Pageviews

orlandorealtors.com

32,106 Sessions

27,801 Users

42,415 Pageviews



2,652

followers



856

subscribers



8,909

followers



2,044

followers

FINANCIALS

\$18,019,527 TOTAL CASH & INVESTMENTS

\$22,573,293 TOTAL ASSETS

\$1,212,705 NET INCOME YTD

\$18,484,130 NET ASSETS

Total Revenues YTD Exceed Budget By 13%

STAFF

- **37 full-time | 86% female; 14% male**
- **Average age: 45; average years of service: 9**
- Caucasian (65%), Hispanic/Latino (11%), African American (11%), Asian (3%), Hawaiian/Pacific Islander (10%), Two or more races (3%)
- Degrees: Bachelor (15); master (3); associate (6)
- Languages spoken: Spanish, Chinese, Portuguese, English, French, Haitian Creole
- Certifications: A+, CAE, CIPS, MCSE, PHR, RCE, e-PRO, Professional Standards, Designated Professional Lobbyist