

## 2020 HIGHLIGHTS



Throughout this unprecedented year, Tennessee REALTORS® has proactively served our members and responded to each challenge and opportunity with a focus on member service. Here are a few highlights from the year that went viral:

**30,000+**  
**MEMBERS**

Surpassed the 30k mark as Tennessee's membership continued to grow at a 7%+ rate

## ENGAGEMENT

- Created one-stop **COVID-19 webpage** to keep members informed with the latest national, state and local developments.
- Held first-ever **Virtual Fall Convention**, including statewide awards and 2021 officer installations.
- Launched **Tennessee Virtual Speaker Series (TNVSS)** to bring insights to members remotely.
- Continued **Leadership Road Show**, with our officers meeting providing updates and listening to leaders/members at all 20 local associations in Tennessee.
- Increased **videos**, including messages from President Hagan Stone, event highlights, news updates; and reached record viewers on YouTube channel, website and social media.
- Introduced **new social-media system** to boost our presence and influence across platforms including Facebook, Twitter and Instagram.
- Kept members informed with regular **email messages**, from our Digest weekly e-news to timely bulletins featuring breaking news.
- Hosted virtual calls with **TN local-association leadership** to keep lines of communication open.

## ADVOCACY

- Hosted **2020 Day on the Hill** in February with a record number of attendees, and successful online Advocacy Training in December.
- Worked with Gov. Bill Lee's administration and the General Assembly to ensure real estate remained an **essential service**.

- Maintained **strong, vital relationships** with state legislators throughout the pandemic.
- Championed involvement in the REALTORS® Political Action Committee and saw **investments in RPAC** top \$800k as of late October.
- Ensured **RPAC dollars** were made available to candidates supporting REALTOR® issues leading to the fall election.
- Hosted annual **RPAC-A-THON** statewide phone bank virtually.
- Engaged **guest speakers** including U.S. Sen. Blackburn and U.S. Reps. Kustoff and Rose to discuss political and legislative developments.

## IMPACT

- Presented our first **Tennessee REALTORS® Good Neighbor Award** to Janice Robertson for her Snack Pack school meals program.
- Facilitated \$237,000+ from the **REALTORS® Relief Foundation** to provide mortgage/rent assistance to residents affected by devastating tornados in Middle and Southeast TN.
- Put \$37,000 in **issues mobilization funds** to work providing COVID-19 relief to local organizations via 20 local REALTOR® associations throughout Tennessee.

## EDUCATION

- Welcomed members to annual **Tennessee Excel Summit (TNEX)** in February at the Hilton Nashville Downtown.
- Successfully championed **licensure extension, remote access and course credit** for members via the Tennessee Real Estate Commission (TREC).
- Offered dynamic, relevant **continuing education (CE)** options both in-person (pre-virus) and online.
- Hosted second (virtual) **Tennessee Broker Summit** to provide principal and managing brokers applicable insights.
- Planned annual **Instructor Development Workshop (IDW)** to ensure top-level education for Tennessee instructors.

## CRITICAL MEMBER BENEFITS:

- Robust, expanded and up-to-date **Tennessee REALTORS® forms library**
- **Transaction management** through TransactionDesk
- **Legal & Ethics Hotline** featuring expert legal counsel
- **Technical support**

# Tennessee REALTORS® 2020 Member Engagement

## Website

unique pageviews

2019: 1.4m  
2020: 1.1m

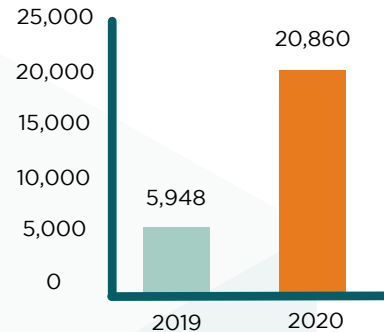
[tnrealtors.com/contactus](http://tnrealtors.com/contactus)

2020:  
**1,487**

## Member Phone Calls Received

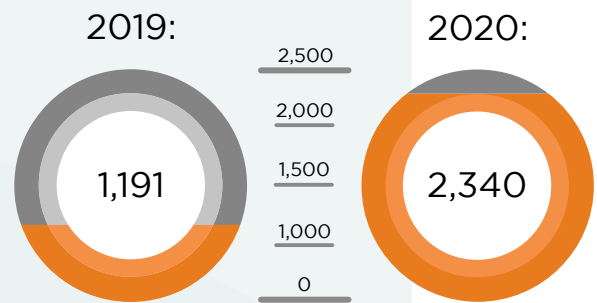
2020:  
**6,426**

## Video Views



(+251%)

## Member Survey Responses



(+196%)

## Social Media

