

To Whom it May Concern,

Opening Session:

Our opening sessions started out with Chairman Jef Conn introducing the keynote speaker Terry Watson, who is known for his expertise in business growth. I thought he was great how he incorporated humor almost like a stand-up comedian. He shared valuable business insights, wellness advice, and recommended books and videos. Watson emphasized shifting focus from "customer service" to delivering exceptional experiences, advocating for understanding clients' priorities. He finished by claiming that enjoying work could lead to increased earnings and stressing the importance of laughter.

Following Mr. Watson's speech, Travis Kessler, the longest standing president and CEO of Texas REALTORS®, announced his retirement scheduled for March 2025. He had his wife Shelley by his side and shared his gratitude for his 47-year career in REALTOR® associations and somewhat detailed the succession plan for selecting the next president and CEO.

Leadership:

The Board of Directors elected Tony Lloyd as 2025 Secretary/Treasurer, Jennifer Wauhob as Chairman-elect, and recognized Christy Gessler for her ascension as 2025 chairman of the board. Jef Conn will be the 2025 Immediate Past Chairman.

The Board of Directors also elected the 2025 Regional Vice Presidents of Texas REALTORS® for a two-year term beginning December 1, 2024 and ending November 30, 2026 and from Region 4 we have Amanda Phillips & Bill Cox.

Litigation Update:

Lori Levy gave a litigation update and we also heard during our meetings. The Executive Board approved two motions to make resources available for the several dozen Texas codefendants in the antitrust lawsuits. Changes to the Legal Defense Fund rules were approved to facilitate providing assistance to the codefendants, and \$6 million in IMPAF funding was approved for association advocacy statewide and locally to communicate and promote: the role REALTORS® play in guiding clients through the complexities of real estate transactions, how client representation and broker compensation under the MLS benefit consumers, and the many ways REALTORS® make a difference in the communities they serve. Additionally, Texas REALTORS® attorneys visited all committee meetings and provided members with an update on the litigation.

I attended the Pres/Pres Elect Breakfast with Jennifer since Jamuna was not there yet. Lori reiterated that they are looking to consolidate the 2 Texas cases and it is possible that it could end up in Plano. All attorneys are collaborating together. Texas Realtors has hired Han Media to assist with getting our messages out. It was very insightful and some takeaways were: Always keeping the message positive, start with the most important thing you wish to get across and end with the most important thing. Always start by saying first and foremost. Incorporate factual stats and numbers, they are more impactful. Most importantly, never say no when the media asks if there is anything else you wish the readers to know? Use this to reiterate your head and tail again. When you need a moment to gather

thoughts, count 5 4 3 2 1. They will be having a training with Hahn Media on February 23rd and said to get with our AE for that.

We need to ensure that Bri gets the presentation from the breakfast. It was great.

Sessions:

At “MLS Champion’s Chat: Tools, Tactics, and Triumphs” forum, panelists Emily Bibby, Director of Austin Board of REALTORS®; Thomas Mouton, President of the Houston Association of REALTORS®; Ashley Gentry, President of the MetroTex Association of REALTORS®, discussed the top MLS tools available and how agents and brokers can use the tools in their day-to-day business. MetroTex has rolled out some Spanish classes and actually was recognized for it at the awards luncheon.

At the “Mastering Buyer Representation” session with Rhonda Hamilton, she spoke about recalculating how you talk to the client. “Let them know their choices and make it clear why having an agent is a good thing.” I had taken her class before and it is very insightful. I think having this at CCAR would be very beneficial.

Vanessa Burgess, General Counsel for TREC; Jeremy Brewer, VP of Risk Management and General Counsel for SABOR; and Ashley Cook, Founder of ZOCCAM, were part of the Risk Reduction Forum “Going for Gold (Standard): Best Practices for Brokerages: A Panel Discussion with Industry Attorneys.” They spoke on buyer rep agreements, ethics violations, contract mistakes, and the importance of understanding forms. “Your biggest risk is not your new agents,” Burgess said. “It’s agents who have been in business for seven years. Those are the folks who statistically get the most complaints filed against them.”

“The Future of ETJs: Challenges & Opportunities for Local Governments” dove deep into the real-world effects municipal and county governments have seen from recent legislative action on extra-territorial jurisdiction. “Taylor has lost more than 3,000 acres of land in its ETJ,” said Brandt Rydell, Mayor of Taylor, TX, referring to new legislation that allows property owners to “disannex” from ETJs. Rydell went on to talk about how this will change the long-term planning of Texas cities.

On the subject of future development in counties across the state, Russ Boles, Williamson County Commissioner, noted that all the water we use is developed from reservoirs and treatment plants and he believes there is a strong need for the Legislature to continue their focus on developing more water in order to keep up with our rapid rate of growth.

The Texas Real Estate Research Center’s Gary Maler thanked members for their support during his 18 years as executive director. Maler has transitioned to a role serving as director of strategic initiatives, where he will spearhead regional research projects, partnering with analysts in smaller metros and “micropolitan” areas of Texas. Studies will be unique to each location and meaningful to the community.

2023 Texas REALTOR® of the Year went to Mario Arriaga who is a member of HAR.

In an emotional and heartfelt presentation, Marcus Phipps, 2023 chair of Texas REALTORS®, announced the Greater El Paso Association of REALTORS® as the winner of the 2023 Mark Lehman Local Board Governmental Affairs Achievement Award for outstanding advocacy efforts by a local association. This is

the first Lehman Award given since former Vice President of Governmental Affairs Mark Lehman passed away in August.

CEO Lindsay Wright, Greater Texoma, was honored for earning the REALTORS® Association Certified Executive (RCE) designation.

YPN REALTORS® To Watch: Chris Tye, Dallas-Fort Worth

Marvin Jolly, NAR Region 10 Vice President, gave an NAR update, highlighting several priorities at the national level, such as working to extend the National Flood Insurance Program for five years.

TREC Agenda: Lower the time and requirements to be a broker and wholesaling applications.

Thank you for allowing me the opportunity to serve the BEST association in TEXAS!

Shana Acquisto