

ILLINOIS ASSOCIATION OF REALTORS®



STATE LEADERSHIP EXCHANGE

1. The Illinois Association of REALTORS® will present to the Board of Directors a \$25 dues increase to be equally split between IAR and local associations for “soft money” expenditures. Local election primary is in 2015 and the Mayor of Chicago and all Chicago Aldermen are up for election; plus there are other competitive races in other cities, such as Springfield. IAR presently has a \$50 Advocacy assessment for issues.
2. 2014 marked the last year for the Illinois Association of REALTORS® Convention and Trade Show. In the future, IAR will partner with other organizations and local associations to offer specific educational events.
3. The Illinois Association of REALTORS® is funding three (3) research projects for 2015:
 - a. Illinois migration study - this study will take a quantitative look at the residents and businesses leaving and moving to Illinois. Additionally, the research will contain a qualitative analysis which will be accomplished with actual interviews and focus groups of those individuals and companies leaving and coming to Illinois to pinpoint the reasons for their decisions.
 - b. The growing numbers and influence of Hispanic voters will be the subject of a targeted study to establish geographic trends, expanded IAR involvement, and messaging.
 - c. A corresponding study will examine and profile Cook County voters. All statewide elections revolve around the turn-out and identification of the voters in Chicago and Cook County. The study will be issue driven to forecast the amount of influence issues have compared to party influence and direction.
4. IAR has for the past few years conducted studies on the Illinois buyer. In 2014-15 the study will shift to the seller to determine what the issues and reasons are motivating the homeowner to sell. This data will then be contrasted to the existing buyer data.