

CHARTING OUR COURSE



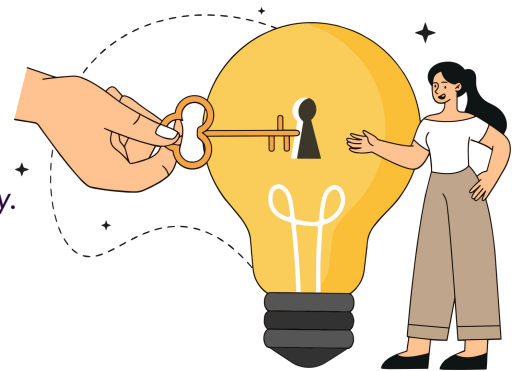
Realtor® associations are rapidly evolving with advancements in technology, AI, data, and customer experience. Associations nationwide are exploring ways to streamline services and optimize budgets to provide the highest level of support and services for their members.

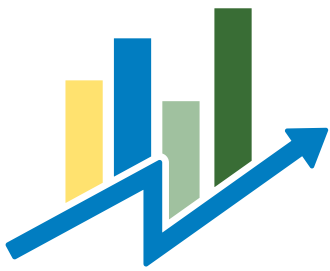
In recent years, the real estate industry has undergone significant changes, making it essential for Realtor® associations to evolve as well to better serve their members' needs. This shifting landscape presents a unique opportunity for Hilton Head Area Realtors® (HHAR) and Beaufort Jasper County Realtors® (BJCR) to consider combining resources, expertise, and networks to create a stronger, more dynamic organization.

Through a unification of associations we can enhance member benefits, streamline operations, and better position ourselves to meet the evolving needs of our members. Below is a high-level overview of the features, advantages, and benefits of unification, along with our reasons for believing now is the ideal time to begin a discovery phase. This process would be guided by a professional merger consultant with specialized experience in Realtor® association mergers.

EXISTING STRENGTHS

- **Highly Experienced Staff**
A team of knowledgeable professionals dedicated to serving members effectively.
- **Strategic Office Locations**
Two offices in Beaufort County, ensuring accessibility and convenience.
- **Strong Financial Stability**
Well-managed and financially sound organizations.
- **Largest Trade Associations in the Region**
Representing 1,495 HHAR and 543 BJCR primary members across Beaufort and Jasper Counties.
- **Collaborative Government Affairs Efforts**
Currently sharing limited Government Affairs Director services for advocacy and policy influence.
- **Unified Mission and Purpose**
HHAR and BJCR are aligned in their commitment to serving the real estate industry and its professionals.





BENEFITS

- **Optimized Budget Allocation**
Efficient use of resources to maximize impact.
- **Expanded Member Engagement**
Greater opportunities to participate in NAR and SCR conferences, fostering professional growth and leadership.
- **Stronger Industry Alignment**
Closer collaboration with the real estate market and brokerages.
- **Optimized Staffing & Talent Utilization**
Increased efficiency by leveraging expertise across the organization.
- **Larger Leadership Pipeline**
A broader pool of future leaders to guide the organization forward.
- **Greater Agility in Responding to Industry Trends & Challenges**
More adaptability in addressing market changes and potential threats.
- **Increased Sponsorship Opportunities**
Ability to leverage sponsorships to enhance programs and events.
- **Amplified Member Value**
Strengthened services, resources, and overall benefits for members
- **Enhanced Education & Professional Development**
Improved access to high-quality training and learning opportunities.
- **More Consistent & Superior Member Experience**
Streamlined services and support for all members.
- **Stronger & More Unified Advocacy Program**
A single, more influential voice for real estate professionals, benefiting elected officials and industry stakeholders.
- **Greater Influence with NAR & SCR**
Increased representation, with one NAR director per 2,000 members, ensuring a stronger voice in decision-making.
- **Elimination of Redundant Memberships**
Reducing duplicate fees and administrative burdens for members.
- **Community Impact**
Increased opportunities to impact the communities we serve, giving more exposure to the role Realtors® play in helping build vibrant, sustainable communities.

