

**OCR**  
**2026 Membership**  
**Meeting and Market**  
**Forecast**  
**March 23, 2026**



**NIKKI COPPA**

2026-2027 Treasurer

California Association of REALTORS®

# C.A.R. – Who We Are

## BY THE NUMBERS:

- 190,000 C.A.R. Members
- 97 Local Associations
- 30 Regions
- 850 C.A.R. Directors
- 45 C.A.R. Committees

## OUR MISSION

Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.

# A Quick Look Back – Key C.A.R. Milestones

## Did you know C.A.R.

- Was founded in 1905
- Developed the first two standard forms in 1922
- Passed first professional legislation in 1923
- Consistently opposes rent control at all levels
  - Co-sponsored Costa/Hawkins Rental Housing Act
- Created the C.A.R. Legal Hotline more than 40 years ago

# Our Strategy

## FOUNDATIONAL PILLARS

- **Influence**
  - Advocacy
  - Impacting housing affordability & supply
  - Fair Housing
  - Environmental, Social & Governance practices
- **Member Business Value**
  - Business resources
  - Professionalism/ Professional Development
- **REALTOR® Positioning**
  - C.A.R. brand
  - REALTOR® brand
  - Broker relations
  - Member engagement
- **Organizational Development**
  - Local association relations
  - Volunteer/leadership development
  - Governance
  - Staff capacity

## STRATEGIC PRIORITIES (2026-2028)

- **Advocacy/Political Clout**
  - Increase housing supply
  - Modern lobbying
  - Protect property rights
- **Member Engagement**
  - Personalize experiences
  - Foster inclusion
  - Strengthen relevance
- **Innovation**
  - Empower members with tools
  - Enhance consumer experience
- **Structure and Financial Health**
  - Efficient
  - Data-driven
  - Future-ready governance

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**C.A.R.  
LEADING THE WAY...  
IN 2026**

# C.A.R. 2026 – Key Issues

## INDUSTRY

- Insurance and affordability
- AI and its impact on the industry
- Legal risks
  - Balcony inspections
  - Property management requirements
  - Digitally altered photos
- Zone Zero law guidance

## LEGISLATIVE INITIATIVES

- Lowering the vote threshold
- Transfer taxes
- CEQA Reform
- Downpayment assistance funding

# C.A.R. 2026 - Member Engagement

## OUTREACH

- Increase member reach
- C.A.R. value messaging
- Create a feedback loop
- Member Resource Showcases

## ENGAGE 360

- Extended Leadership Team
- 1:1's and small group interviews



# C.A.R. 2026 – Info and Events

## NEWSLETTERS

C.A.R. Newline  
C.A.R. Market Matters  
C.A.R. Next Week  
Realegal  
Legal Tools  
President's Message  
Virtual Advocate  
Transactions Today  
Research Highlights  
Broker Insights  
Industry Leaders  
All Voices  
Property Management

## URGENT COMMUNICATION

Press releases  
Open letters  
Eblasts  
Special townhalls  
Social media  
Red Alerts

## WEBSITES

car.org  
CCRE.us  
SmartZonecar.org  
FairHousingCalifornia.org  
ChampionsOfHome.com  
ContentStudio.car.org  
Shareuniversity.com  
IamWomanUP.com  
CAforHomes.com  
CARLeadership.com  
Reimagineexpo.org  
Store.car.org

## OTHER RESOURCES

Legal Quick Guides  
Consumer fact sheets  
FAQs for members  
CCRE reports  
CCRE Consumer Insights & Trends  
Interactive Housing Market Dashboards  
Infographics  
Podcasts  
Webinars

## EVENTS

REImagine! Conference & Expo  
Property Management Conference  
Fair Housing Day  
STEPS to Homeownership  
WomanUp!  
Leadership Edge  
CCRE panel discussion events  
CCRE Local Govt. Workshops  
Member Resource Showcases - NEW  
AI Days- NEW  
Legislative Day/Block Party  
Townhalls for Industry Leaders, Brokers,  
Team Leaders, Global, LPN, YPN, DAAG

## SOCIAL MEDIA

@CAREALTORS  
Facebook  
Instagram  
X  
LinkedIn  
Threads

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# COMPLIANCE & TRANSACTIONAL UPDATE

# 2026 New Laws

## NEW FINCEN REPORTING REQUIREMENTS

- Quick Guides: “FinCEN Real Estate Reporting Requirement” and “New FinCEN Reporting Rules”
- Effective March 1, 2026 – TX judge struck down 3/20

## BALCONY INSPECTION DISCLOSURES

- SB 410 – C.A.R. Sponsored Bill

## ADVERTISING WITH DIGITALLY ALTERED IMAGES (DAI)

- AB 723

# New DRE Regulations

## HOW DID WE GET HERE?

- NAR Settlement 2024
- AB 2992 2025
- DRE Regulations 2026

## NEW DRE BUYER REPRESENTATION REGULATIONS

- Three Months = 90 days
- Timing clarification
- “Working With a Buyer”



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# Property Management Issues

## REFRIGERATORS AND STOVES REQUIRED FOR HABITABILITY

- AB 628 requires residential rental properties to contain working stove and refrigerator
- C.A.R. Forms have been updated accordingly

## PRICE GOUGING RULES EXTENDED AGAIN IN LA COUNTY

- Through April 28, 2026. Now in LA County only



# Other Transactional Issues

## DISCLOSING PAYMENT AND RECEIPT OF REFERRAL FEES

- C.A.R. Form Realtor<sup>®</sup> Acknowledgment and Disclosure

## LEGAL DISPUTES ARISING OUT OF TRANSACTIONS

- Failure to Disclose Prior Reports

## REMEMBER TO TAKE ADVANTAGE OF C.A.R. LEGAL HOTLINE

- (213) 739-8282

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# REAL ESTATE: NOW & NEXT

# Industry Updates

## PENDING LAWSUITS

- *Gibson v. NAR*
- Sitzer-Burnett Settlement Appeal
- Batton 1 & 2
- *Davis et al v. Hannah Holdings*

## DISMISSED LAWSUITS

- *Compass v. Zillow*

## MLS

- Modernized MLS Policy
- Clear Cooperation Policy

## CORPORATE OWNERSHIP

- Ban on further institutional investment in single-family homes.



# Profession – Where is it heading?

## INSURANCE & AFFORDABILITY

- Hindering sales activity; lengthening transaction timelines
- Higher monthly payments

## ARTIFICIAL INTELLIGENCE

- Opportunities
- Risks

## ONGOING INDUSTRY CHALLENGES

- Transparency regarding referral fees
- Private listings
-

# Consumers Today

## RENTERS

- 50% say homeownership is extremely or very important
- 19% view homeownership as a good long-term investment
- 49% say change in family status would spur them to buy

## HOMEOWNERS

- 73% don't plan to sell
- High mortgage rates preventing 60% from selling
- 57% cite rising property taxes as a reason to stay put

Source: C.A.R. 2025 Consumer Survey

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# C.A.R. MEMBER BENEFIT SPOTLIGHT

# What's In It For You?

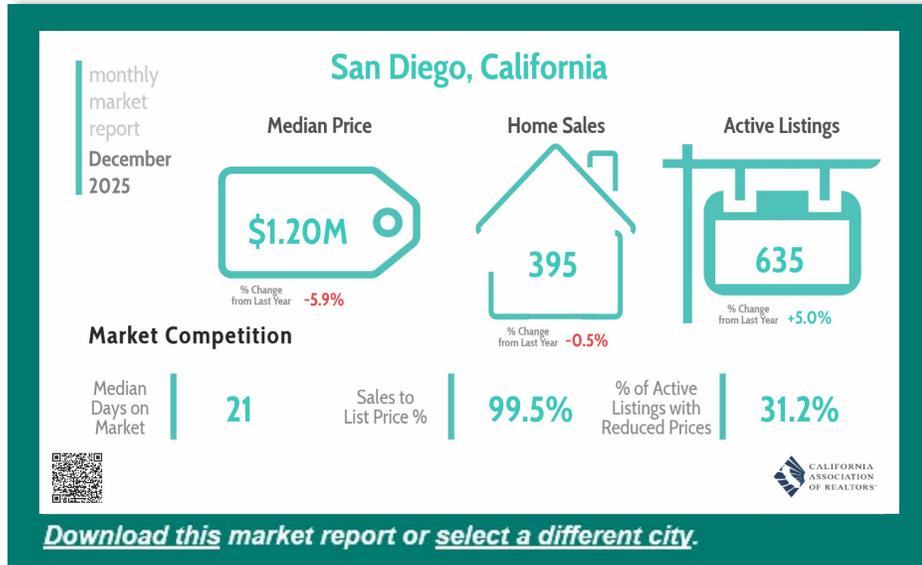


## FREE LICENSE RENEWAL PACKAGE

- 45 hours of Online CE
- Meets DRE and NAR requirements
- 14 classes
- Ethics & Fair Housing included



# What's In It For You?



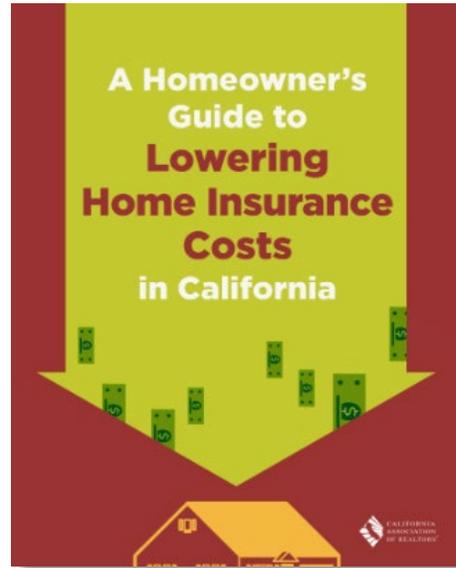
## YOUR MONTHLY MARKET REPORT

- Shareable Interactive Market Stats
- Localized to you
- Emailed weekly in C.A.R. Newsline

# What's In It For You?

CLICKABLE.  
SHAREABLE.  
DOWNLOADABLE.

SLIDE DECK  
SOCIAL POSTS  
INFOGRAPHIC



## CONSUMER INSIGHTS AND TRENDS TOOLKIT

- 1-click downloadable materials
- Shareables
  - Infographics
  - Slide decks and videos
  - Social media posts

# Upcoming Events

## VIRTUAL

- **April 8** – STEPS Toward Homeownership
- **May 6 – June 10** – CCRE Local Government Workshop

## BERKELEY

- **April 14** – 5<sup>th</sup> Annual Fair Housing Day

## SACRAMENTO

- **April 28** – CCRE Presents - Rebuilding the California Dream: Pathways to Entry-Level Homeownership
- **April 28** - REALTOR® Block Party
- **April 29** – Legislative Day 2026



[car.org/meetings/Calendar](https://car.org/meetings/Calendar)

# 2026 C.A.R. Member Benefits Guide



**DIGITAL VERSION:**  
[car.org/members/benefits](https://car.org/members/benefits)



# Thank you!



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