



# Alameda Association of REALTORS®

2504 Santa Clara Avenue, Suite 1  
Alameda, CA 94501  
(510) 523-7229 ~ (510) 521-2134 Fax ~ www.AlamedaAOR.org



November 1, 2011

Dear Members,

Attached is the Proposed Budget for 2012.

Your Association continues to feel the effects of the current economy. Yet, our strategic goals are to continue to enhance our member benefits by the way of services and education.

**Revenue:** Your Association's main source of revenue continues to be from membership dues, both REALTOR® and Affiliate. In the past we relied on interest income from our investments, but interest rates have decreased and that source of income is no longer significant.

In line with the Association's Strategic Plan, revenue growth will be next year's Leadership Team's primary goal. Emphasis will be placed on membership retention, sponsorship activity, and the development of product and service income generators. To that end, it was recently recommended to the Board that a Business Development Committee be created.

As you may recall Association dues were increased in 2010 by \$20. This year we faced dues increases by NAR, CAR, and EBRDI. The Finance Committee thus made a recommendation to the Board that local dues not be increased in 2012.

**Expenses:** Your Association continues to use prudence with expenses. Since 2009, expenses have been drastically cut. The following additional budget cuts have been proposed for the 2012 budget:

- Account 6090. Education & Seminar. We have eliminated this from our 2012 budget. During 2011 we issued 240 coupons of \$25 each. Only 45 were used.
- Account 6270. Salary: In order to provide a high level of member services, the office hours remain the same, i.e., open on Monday, Tuesday, Thursday and Friday from 9am-3pm (closed from 12-1). Your AE's salary and hours will remain the same for 2012.
- Account 6271. Vacation Accrual. An expense that has been overlooked in prior years has been added to the 2012 Budget. This line item represents vacation accrual for your Association Executive (AE).
- Credit Card Service Fees: Implementation of CAR & NAR electronic dues billing services will provide us an opportunity to lower current credit card service fees.
- CAR Meeting Expenses: This year some CAR Directors and your AE shared hotel accommodations while attending CAR meetings, a practice which will continue in 2012. In addition to this cost-cutting measure, other meeting related expenses will be aligned with IRS per diem rules. Again, this year's Leadership Team in keeping with the Strategic Plan felt that attendance at these meetings was important and beneficial to the Association.

Other miscellaneous cost savings include: continued conversion to paperless communication providing us savings in office supplies, postage and printing costs; and the renegotiation of lower costs in office business equipment and services, i.e. phone, internet, copier and fax.

**Balancing the budget for 2012.** In order to arrive at a balanced budget for the year 2012, your Finance Committee is recommending use of \$12,285 from the Reserve Fund. We hope our recommendation meets your approval and ask that you review the attached budget.

Our goal is to continue to offer you the same high standards of service with which you have been accustomed. You are invited to email us your questions or concerns regarding the budget to [staff@alamedaor.org](mailto:staff@alamedaor.org), and hope you will join us at the General Membership Meeting on November 8th, at Jim's on the Course, for further budgetary discussion.

Sincerely,

*Angela McIntyre, Treasurer*

*Troy Staten, President*

## 2011 Board of Directors

### President

Troy Staten

### President-Elect

Dania Alvarez

### Treasurer

Angela McIntyre

### Directors

Jose Cerda-Zein

Anne DeBardeleben

Hanna Fry

Ronald Jones

Mark Wyman

### Immediate Past President

Rob Platt

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### Association Executive

Dee Ostrofsky-Williams

**Alameda Association of REALTORS - Proposed 2012 Budget**

Acct	Description	2009 Budget	2010 Budget	2011 Budget	2012 Proposed Budget	2012 Notes and comments
4001	Dues Realtor	43,750	45,825	45,825	44,850	230 members @ \$195/ea stays the same
4002	Dues Affiliate	4,900	4,200	4,200	3,850	22 members @ \$175/ea
4203	Welcome Mat			3,000	0	5 members/mo at \$50
4006	Appl. Realtor	1,800	1,050	1,050	1,050	7 new members @ \$150/ea
4007	Appl. Affiliate	225	225	225	75	1 new members @ \$75/ea
4008	Late Fees	450	450	450	500	\$50 x 10
4010	Continuing Educ	0	500	500	0	
4015	Store Sales Net	2,975	2,000	750	750	
4020	Member events	0		0	0	
4030	Inforum Rev Net	0	0	100	100	Bragging bucket, etc
4031	Luncheons Net	0	500		0	
4200	Misc Income	0		0	0	
4202	Newletter Ads	425	250	0	0	
8010	Interest Inc - checking	0	0	0	0	
8020	Interest Inc - Svgs/CDs	8,500	2,000	2,000	2,000	
8035	Carry over / Reserves	-455	4,965	10,865	12,285	
<b>GROSS INCOME</b>		<b>\$62,570</b>	<b>\$61,965</b>	<b>\$68,965</b>	<b>\$65,460</b>	
6010	Account & Tax	1,300	1,300	1,500	1,500	CPA & Payroll Processing
6015	Advertising	0	0	0	0	
6020	Awards	500	500	550	0	
6025	Bank Charge	0	0	0	0	
6030	Credit card charges	1,250	1,300	1,350	1,000	
6040	CAR Meetings	4,000	4,000	5,000	4,000	
6041	CAR Caucus Meetings	1,250	1,200	1,200	1,000	
6042	CAR President visit	0	0	50	50	
6043	NAR Meetings	0	0	0	0	
6044	Pres-Elect Training	0	260	325	450	
6060	AAR Director Supplies	0	0	300	300	New Director Training
6070	Donations	0	0	0	0	
6080	Dues & Annual Fees	150	155	195	200	Costco CC & Symantec Virus, Golden R
6090	Education & Seminar	0	0	2,500	0	
6095	Equip - Repair/Maint	200	200	0	0	
6100	Equip Rental	2,700	2,500	2,700	2,700	
6105	Executive Officer Expenses	0	0	1,200	800	AE attend CAR mtgs
6110	Insurance-Business	650	650	650	700	
6130	Insurance - workers comp	1,400	1,400	1,800	1,800	based on w.c. rate increase
6175	Internet Exp	0	320	0	0	Paid 5 yr renewal 2010 to 2015
6190	Licences & Fees	50	50	25	25	Bus license to State
6200	Meals & Entertainment	0	0	0	0	
6210	Membership Meetings	0	0	750	0	
6220	Misc.	0	0	10	10	
6230	Office Supplies	400	350	450	400	
6235	Outside services/consult	40	150	375	400	Survey monkey, on-line election and electr voting
6240	Postage	175	125	125	100	
6241	Printing	0	0	0	0	
6245	Public Relations	0	0	0	0	
6250	Rent	15,520	15,520	15,520	15,500	
6270	Salaries - Admin	27,000	27,000	27,000	27,000	
6271	Salaries - Vacation				1,700	3 weeks annual vacation
6280	Taxes, Payroll	3,000	2,500	2,500	2,700	
6290	Taxes, Pers. Property	100	100	150	150	
6300	Telephone & Fax	2,500	2,000	2,000	2,000	
6305	Temp. help	0	0	500	700	office coverage
6310	Utilities	385	385	240	275	
<b>TOTAL EXPENSE</b>		<b>\$62,570</b>	<b>\$61,965</b>	<b>\$68,965</b>	<b>\$65,460</b>	
<b>NET INCOME</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	