



CONFRONTING REALITY, CREATING OPPORTUNITY

RYAN CASTLE
CTAR CEO


CTAR
SUMMER
CONFERENCE



RYAN CASTLE

- Started as CTAR CEO on April 21
- Previously worked at CTAR from 2008 to 2014 as the Government Affairs Director
- For the past 11 years, worked as the CEO of the Cape Cod & Islands Association of REALTORS® & MLS
- Worked for the last 4 years in a hybrid capacity after returning to Charleston region to raise our family
- Stayed involved in the Charleston region during time advising elected officials, companies, and initiatives





OPPORTUNITY #1

**EMBRACE SETTLEMENT PRACTICES TO
BENEFIT REAL ESTATE AGENTS,
CONSUMERS, AND THE INDUSTRY**



1 YEAR AGO

THE REAL ESTATE WORLD ENDED


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**NAR DIDN'T
SELL YOU OUT.**

*THE SETTLEMENT SAVED YOU
& THE REAL ESTATE INDUSTRY.*





**HERE IS WHAT WE
SHOULD HAVE TOLD
YOU LAST YEAR**





**YES, THE REAL ESTATE
INDUSTRY FAILED YOU**



HERE IS HOW WE CAPITALIZE ON OPPORTUNITY #1

Embrace Settlement Practices to Benefit Real
Estate Agents, Consumers, and the Industry



#1

**BUYERS SHOULD ABSOLUTELY
DETERMINE WHAT BUYER
AGENTS GET PAID**



#2

**SELLERS HAVE NO IDEA WHAT
TERMS ARE ACCEPTABLE UNTIL
THEY SEE THE ENTIRE OFFER**



#3

**BETTER EDUCATED BUYERS
HELPS INDUSTRY LONG-TERM**



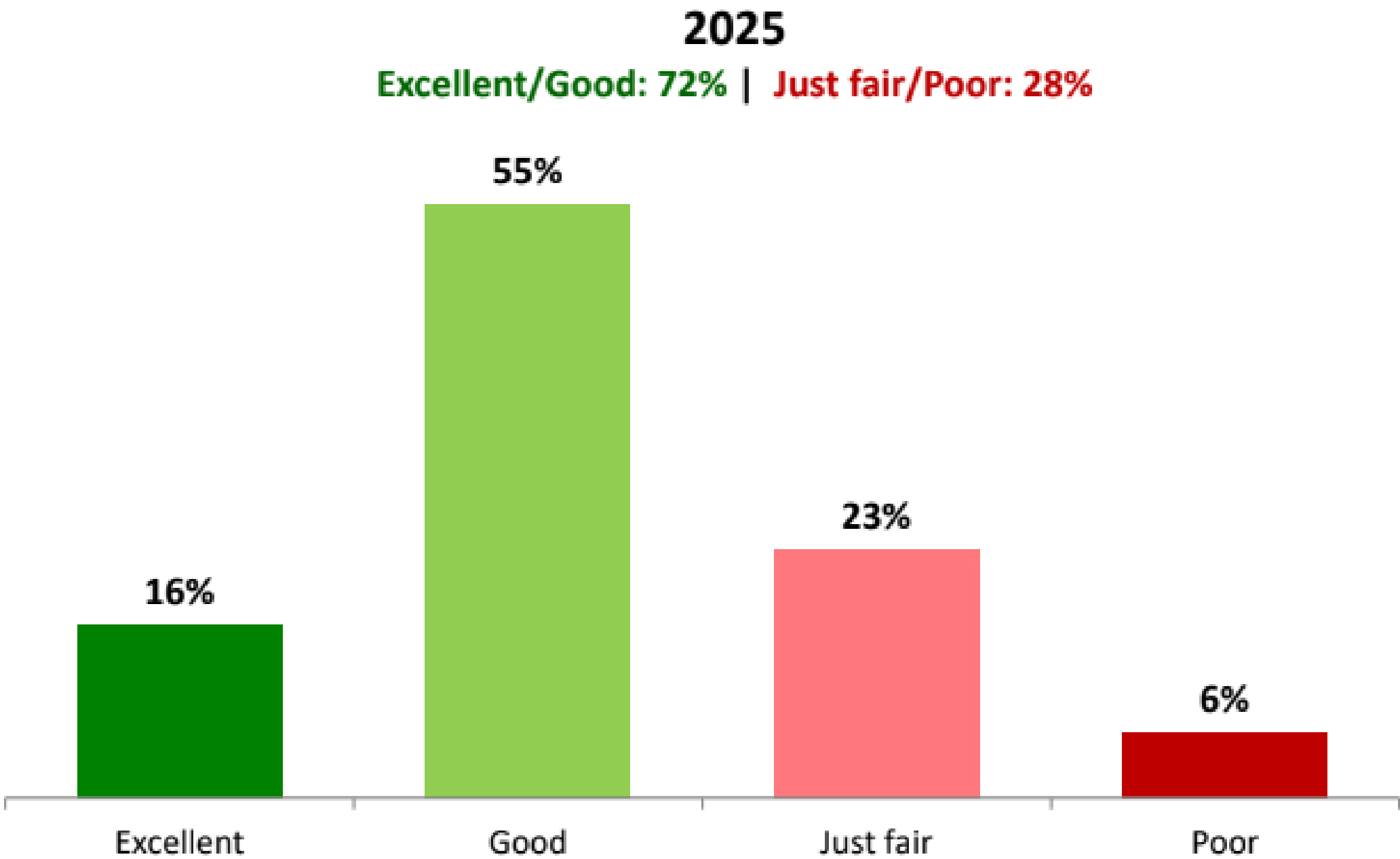
OPPORTUNITY #2

**CTAR & REALTORS® SHOULD
BE THE CHAMPIONS IMPROVING
THE REGION'S QUALITY OF LIFE**



Most Feel That Quality of Life in Charleston County is Excellent or Good

Quality of Life in Charleston County: 2025



Q.4 Overall, how would you describe the quality of life in Charleston County?



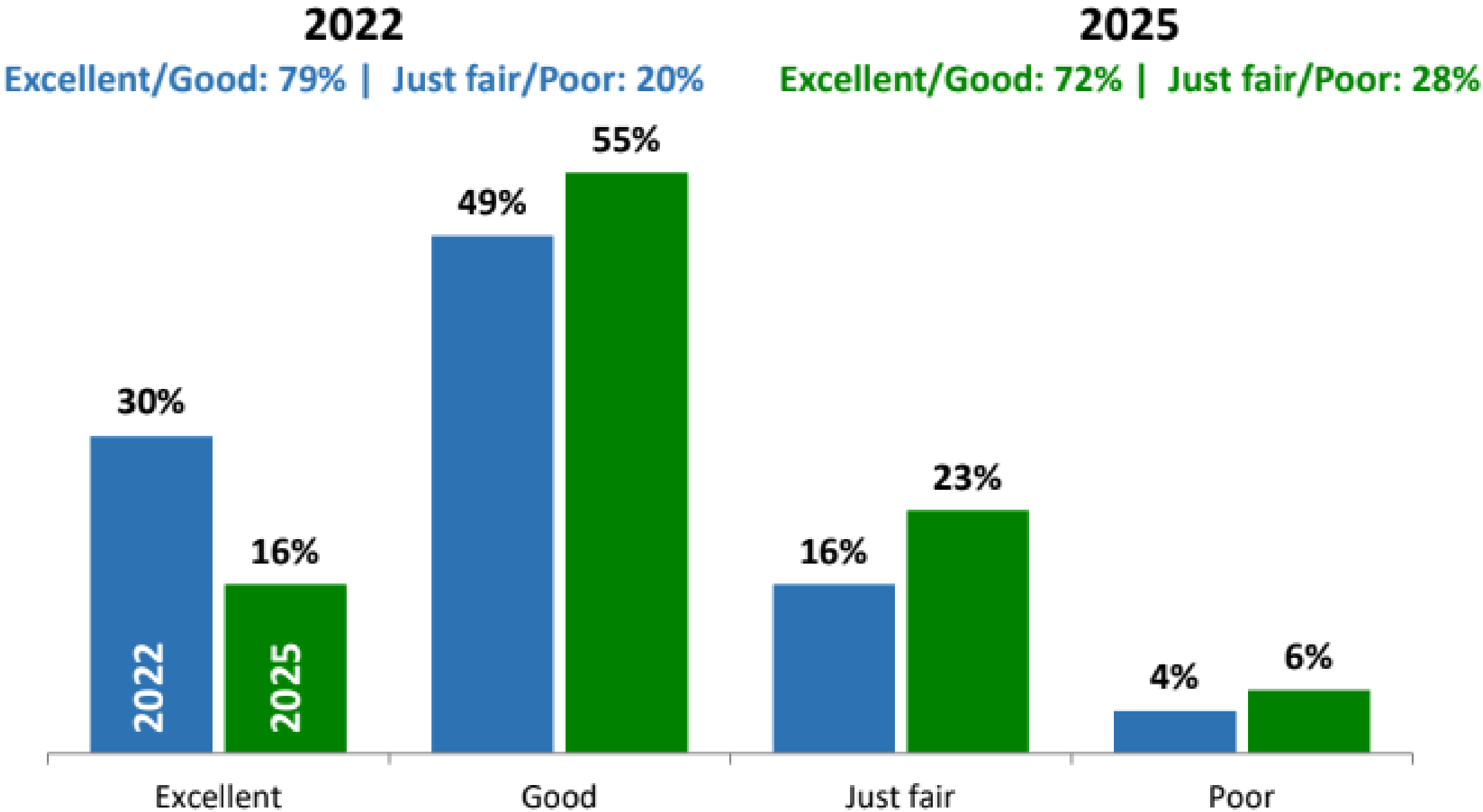
POLLING CONDUCTED IN JULY 2025 BY AMERICAN STRATEGIES THROUGH NAR





Quality Of Life “Excellent” Rating Down 14-Points from 2022

Quality of Life in Charleston County: 2022 vs. 2025



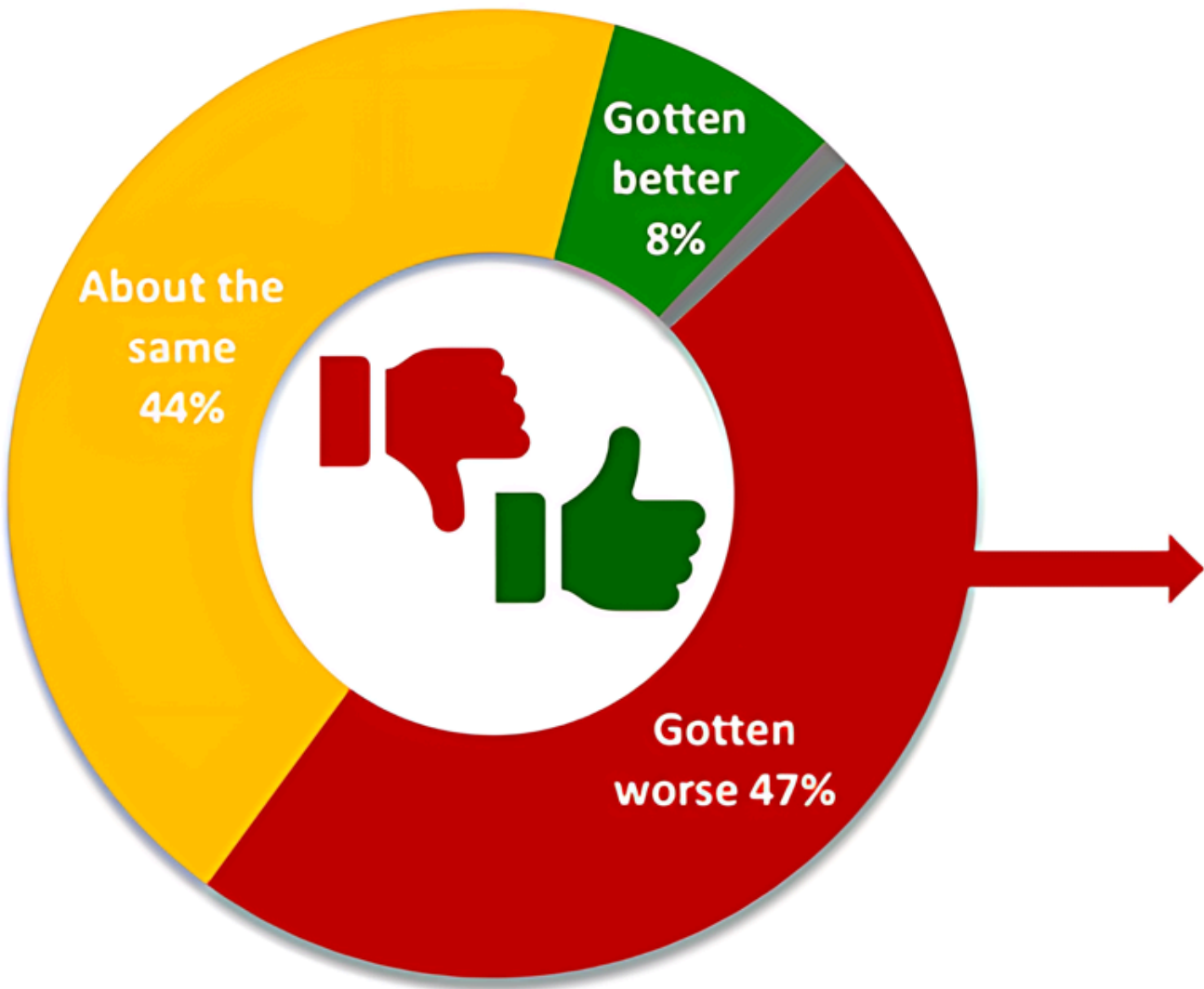
Q.4 Overall, how would you describe the quality of life in Charleston County?





Near Majority Feel That Quality of Life Has Gotten Worse in the Past Three Years

Quality of Life In Past Three Years



Gotten Worse Demographics	
Non-college women	56%
Ages 50 to 64	53%
Women	52%
West Region	51%
College age 50+	51%
Non-college under age 50	51%

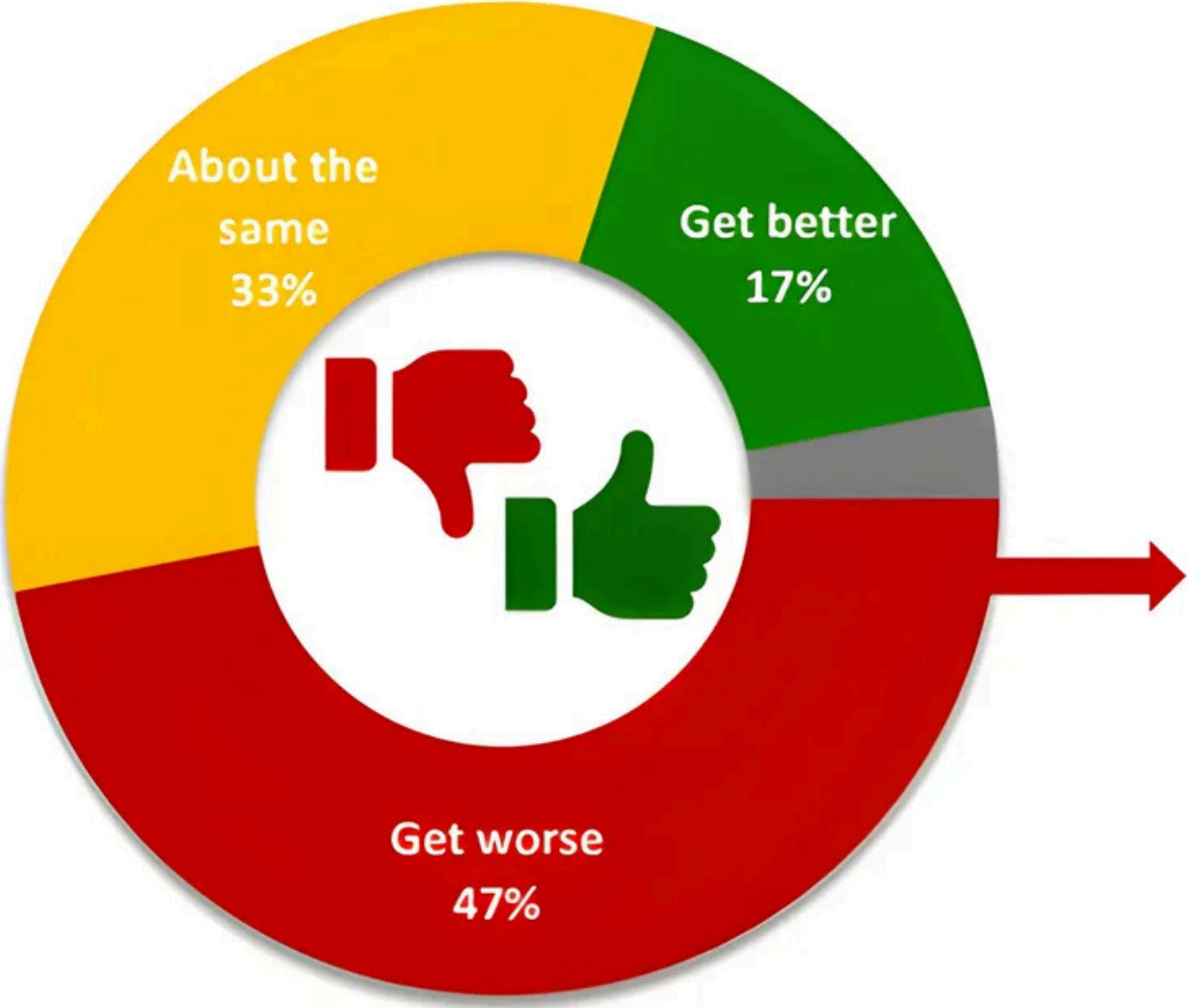
Q.5 In the past three years, do you think the quality of life in Charleston County has...





Plurality Feel Quality of Life Will Get Worse in the Next Three Years

Quality of Life In Next Three Years



Get Worse Demographics	
Non-college women	55%
Ages 50 to 64	55%
College age 50+	51%
West Region	50%
Tenure 11+ yrs	50%
Women	49%

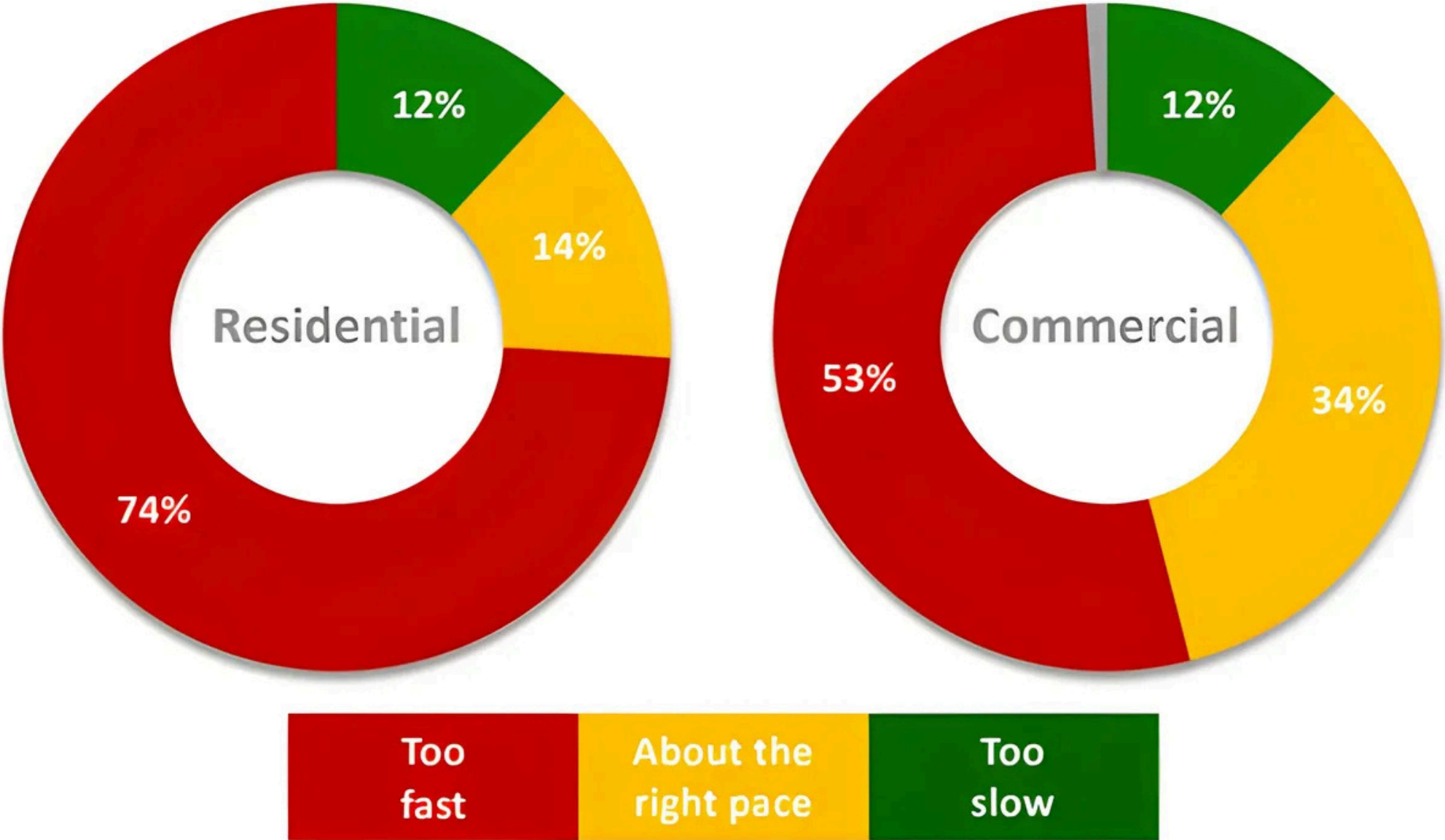
Q.6 And thinking ahead over the next three years, do you think the quality of life in Charleston County will...





Majorities Say Pace of Both Residential and Commercial Growth are Happening Too Fast

Pace of Commercial vs Residential Growth and Development

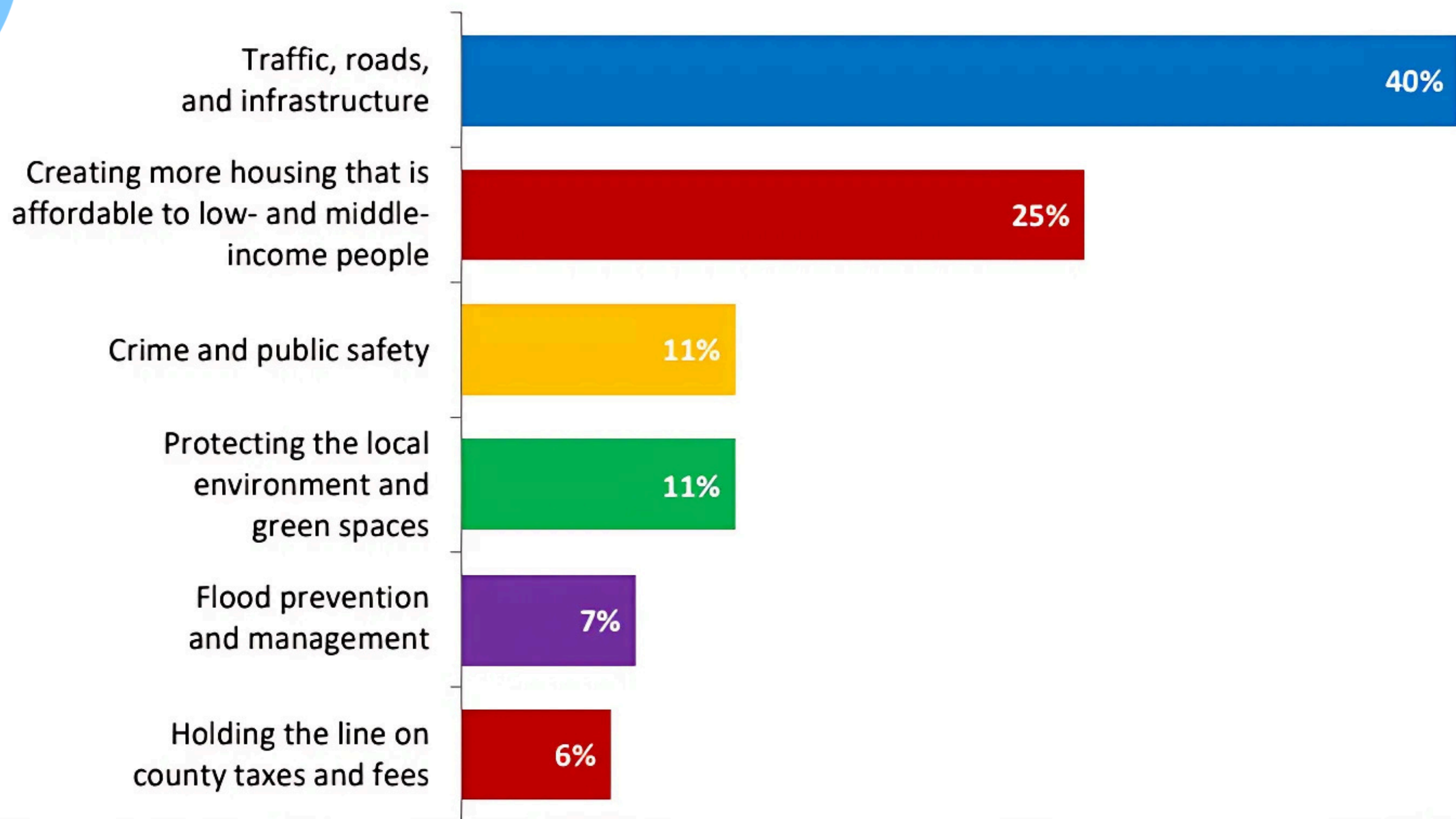


Q.17 (ROTATE Q.17 AND Q.18) (IF FIRST - Would) (IF SECOND - And would) you say that the pace of RESIDENTIAL growth and development in Charleston County is happening: Q.18 (ROTATE Q.17 AND Q.18) (IF FIRST - Would) (IF SECOND - And would) you say that the pace of COMMERCIAL growth and development in Charleston County is happening:





Priorities for Local Elected Officials Forced Choice



Q.15 And which ONE of these should be the TOP priority for the Charleston County Council?





WHY CTAR?

REALTORS® are the
CHAMPIONS of community





HERE IS HOW WE CAPITALIZE ON THIS OPPORTUNITY #2

CTAR & REALTORS® SHOULD BE THE CHAMPIONS
IMPROVING THE REGION'S QUALITY OF LIFE





#1

SUPPORT FREE MARKETS & PROPERTY RIGHTS


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MYTHS EXISTS

MORE HOUSING = LESS AFFORDABILITY

MORE GROWTH = HIGHER TAXES

DIVERSE HOUSING TYPES = UNSAFE COMMUNITIES



THE TRUTHS

MORE HOUSING = MORE AFFORDABILITY
DIVERSE HOUSING TYPES = GREAT COMMUNITIES
MORE TAXPAYERS = LOWER TAXES



#2

SUPPORT INFRASTRUCTURE INVESTMENT IN COMMUNITIES



DO IT THE RIGHT WAY

1. Projects that reduce congestion & add capacity
2. Relieve suburban/rural growth pressure
+ create infill opportunities

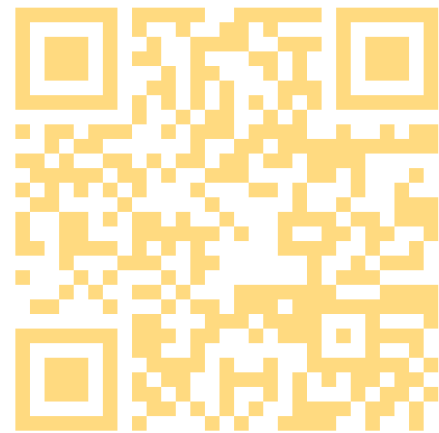
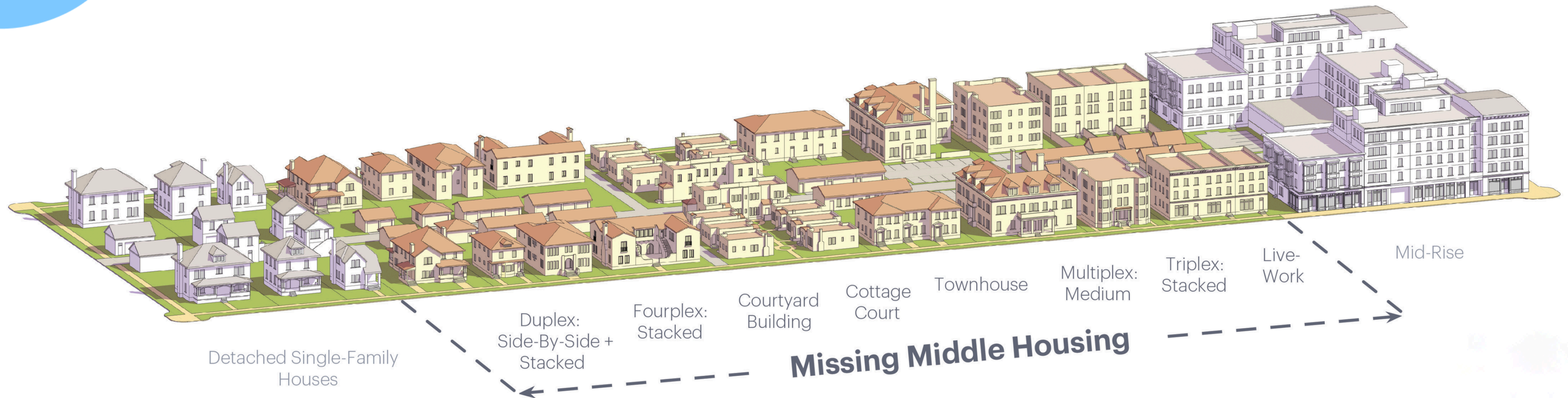


#3

BUILD COMMUNITY
WE HAVE GREAT EXAMPLES



MISSING MIDDLE HOUSING



[CHARLESTONMISSINGMIDDLE.COM](https://charlestonmissingmiddle.com)

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LET'S CONTINUE THE CONVERSATION

**There are more opportunities for
agents, brokerages, and the
Association moving forward**

