

Realtors give credit to veterans before them

What do the following have in common?

- Boy Scouts of America
- Tour de France
- Black & Decker
- Atlanta Board of Realtors

All these organizations will be 100 years old in 2010. And, this year, our Board celebrates 100 years of history.

Here is a little history lesson.

In 1910, at the Piedmont Hotel downtown, Ralph O. Cochran and eight men met for lunch and created the Atlanta Real Estate Board.

Unfortunately, the long-term vision these men had for the organization was never recorded and has been lost in the annals of history.

However, one thing is clear, a group of commercial real estate brokers got together, saw a need, created an opportunity and ran with it. Something all Realtors can relate to — whereas, it is what we do every day. So thanks to those nine men we are now a 100-year-old organization.

To fully appreciate where we are today as an organization, let's go back 20 years.

In 1989, the Atlanta Board of Realtors restructured into two separate divisions. Outside of that first meeting at the Piedmont Hotel in 1910, this time period was one of the most dramatic changes that our membership has ever experienced. When the Atlanta Board restructured, we created the Atlanta Society of

Commercial Realtors and the Atlanta Society of Residential Realtors — two separate divisions within the Atlanta Board.

Local boards across the country followed this same direction, realizing the

importance of separate services for the commercial and residential members.

In 1992, the National Association of Realtors provided the opportunity for



VIEWPOINT

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strictly commercial boards to exist and Atlanta was the first board in the country to make application to NAR. On March 15, 1993, the Atlanta Board of Realtors officially separated into two separate associations — the Atlanta Commercial Board of Realtors and the Atlanta Board of Realtors (residential).

Since that time and today, the leadership of both the residential and commercial boards work together very closely in regards to the Atlanta Realtors Center building, our real estate School, the Georgia Institute of Real Estate and our staff. The relationship is as strong as ever and has been a true key to the success of our entire operation.

We clearly have evolved.

Over the next two decades, through the leadership of our past presidents, the leadership embraced change and new innovation offered by our members.

What do the following organizations have in common: Fannie Mae, AIG, GM, Chrysler, Wells Fargo, GMAC and CitiGroup?

They went from great organizations to struggling ones. Great organizations don't stay that way by resting on their laurels.

Why do great organizations fall? They fall because they don't change with the times. They are asleep at the wheel, oblivious to their own reality, living on the hard work of others and most importantly they don't open their eyes to change and new

innovations in their world.

Our organization will continue the success of our past not by doing what worked in the past, but by knowing what will work for the future.

We won't be passive and live off our past success.

As the 2010 Commercial Board president, I challenged all of the Atlanta Realtors to jump in the pool — pick a part

of our organization that they are passionate about, contribute and challenge the status quo. The members have graciously accepted this challenge and are making an impact with new ideas and concepts that will help our organization survive the next 100 years.

Joel is 2010 president of the Atlanta Commercial Board of Realtors.



CREW Atlanta would like to Congratulate the **Atlanta Commercial Board of Realtors for 100 years** of service to our industry and for supporting commercial real estate members in our city.

Together, CREW Atlanta and the ACBR strive to enrich the commercial real estate industry through education, legislative advocacy, networking, recognition and ethics.

**Congratulations ACBR -
100 Years and going!**

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