President's Perspective 2025

SRAR's Ongoing Success Hinges on Providing the Pivotal Services Members Need to Succeed and Prosper

Members understand and appreciate the value of the Southland Regional Association of REALTORS® when they learn about the array of services and opportunities it provides.

Yet the Association can serve its 10,000 members only when it knows what members truly need to succeed.

As the year draws to a close, Anthony Bedgood, SRAR's 2025 President, looked back recently on what it will take in coming months and years to keep that knowledge loop closed and constantly evolving, to keep members and their association working together.

Bedgood noted the "intense and crazy" pace of the year when he served as President Elect and the "whirlwind" of activity and projects that has been the hallmark of 2025. He reviewed some of the multiple initiatives launched this year, noting that projects are successful primarily because of the "collaborative effort" that comes with working within an association.

Leadership, directors, committee chairs, scores of volunteers and a dedicated staff – all moving united in a march into the future.

"One thing that was very important to me is technology," Bedgood said. "When you think you're ahead of the game, you're usually already obsolete. We've been working with (SRAR's CEO Valerie Biletsky) to keep us ahead of the game."

A concrete result of that focus on tech already has given members AI-generated property reports, which produces a thorough, high-quality report while saving time.

The pace of innovation and development of new member benefits at SRAR has been "lightning fast," Bedgood said. "And there's a lot more to come."

The future looks bright as far as tech goes, especially regarding social media platforms, Bedgood said.

"The Internet is the town square of our time," Bedgood said. "It's where people get their information. SRAR leadership wants to make sure the Association has a presence in the social media world."

With that tech focus in mind, Biletsky noted that SRAR has representatives advocating for the Association on three committees of CRMLS.

SRAR also keeps a laser-like focus on education, Biletsky said, with some evening classes now available to better accommodate member schedules and evolving business demands.

Bedgood said SRAR will continue its campaign meeting one-on-one with brokers, owners and office managers to better understand what they need.

“Once we know your needs and concerns,” Bedgood said, “brokers need to know we’re working on it, even if we can’t deliver it right away.”

“The most important thing,” he said, “is to ensure that SRAR is the number one resource for all members. When members know what’s being done here, members realize SRAR offers added value.”

Bedgood said SRAR has an “extremely great staff, a team that we’ve been working with this year. Everybody has their place and they’re welcome to offer their opinion. Everybody, especially Valerie – who is the glue that holds it all together – is onboard for making the member experience the best it can be.”

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