



This year marks the 100th Anniversary of the Greater Rochester Association (GRAR).

As a part of the commemoration, we would to share some interesting historic facts about the organization:

- The Real Estate Association of Rochester, now known as the Greater Rochester Association of REALTORS® and its charter, were adopted on October 6, 1910. W. H. Emery served as its first Board chairman.
- The local Association joined the National Association of REALTORS® on June 11, 1912.
- It was William Hall who studied a Multiple Listing System (MLS) in 1914. The first formal MLS was not adopted until 1924.
- The Real Estate Association of Rochester was changed to the Real Estate Board of Rochester in 1917.
- A “Wives of the Rochester REALTORS®” Committee was formed in the early 1900s to assist with social events in the post WWI era and was active until 1960.
- In 1921, there were 87 active Association members and 181 Associate members. Today, GRAR has 3,000-plus members.
- In 1930, the Real Estate Board of Rochester moved from the Wilder Building to what was then known as the Genesee Valley Trust Company office building. Also, in 1930, the “Rochester REALTOR®” monthly magazine was published. The publication provided to the public a broad and complete report of the Rochester Board’s activities and professional services. The monthly circulation at that time was approximately 1,200.
- On September 14, 1931, the Real Estate Board of Rochester organized a new division of membership called the Rochester Home Builders’ Association. In 1934, the Home Builders formed their own association.
- In June 1940, Nora F. Shackleford was the first woman elected to active membership in the Real Estate Board of Rochester.
- The average price of a home in 1939 was \$4,581.
- In 1945, the Democrat and Chronicle published a new column known as “Bill Beeney’s Realty Roundup”, which provided information on the activities of the real estate market to the public.