

Sara Sutachan
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CALIFORNIA ASSOCIATION OF REALTORS®

Areas of Expertise

♦ Strategic Planning ♦ Brokerage Industry Trends ♦ Consumer Insights

♦ Diversity & Inclusion ♦ Real Estate Finance ♦ Women Empowerment

♦ Housing Markets: U.S., CA, Local/Regional ♦ Industry Disruption & Threats

♦ The Importance of Homeownership & Fair Housing

As Senior Vice President of Strategy & Engagement for the California Association of REALTORS® (C.A.R.), Sara Sutachan leads a dynamic team that drives the Association's vision and impact across the state. She oversees key initiatives spanning member engagement, industry and broker relations, membership development, fair housing, diversity, inclusion, financial literacy, and real estate finance initiatives. Sara also guides the work of the Housing Affordability Fund and the CARES Foundation, both dedicated to creating equitable access to homeownership in California and elevating the philanthropic and community efforts of California REALTORS®.

A recognized strategist and thought leader, Sara helps shape C.A.R.'s long-term vision, cultivates emerging opportunities and partnerships, and ensures the successful execution of the Association's strategic priorities. She plays a central role in C.A.R.'s strategic planning and is a well-known speaker across California's real estate industry.

Motivated by a deep commitment to progress and impact, Sara empowers REALTORS® to elevate the way they serve their clients and communities. Through innovative education and engagement opportunities and data-driven, forward-thinking initiatives, she helps real estate professionals unlock new ideas, opportunities, and expertise to achieve their fullest potential.

Sara holds a Bachelor's degree in Business Administration with concentrations in Finance and Real Estate from California State University, Northridge, and a Master's degree in Economics from California State University, Los Angeles.