

# **NATIONAL ASSOCIATION OF REALTORS®**

## ***The Value of Membership***

### **Programs, Products and Services**

**Adorna Carroll – ABR, ABRM, GRI, SRES, E-Pro  
2001 RVP, 2002 Liaison to Leadership Group,  
2003 Liaison Information, Communication & Education**

Dedicated to the RVP Class of 2001

# Board Policy & Member Policy



**Department Priorities**

# Code of Ethics Enforcement

- **Beginning 2001**
  - All new REALTOR® members required to complete
    - Code of Ethics orientation program
    - PowerPoint & Training materials available on ORP
- **Effective 2002**
  - Local/State Pro Standards Administrators
    - Required to complete administrative training
    - Offered each year at AE Institute as of 2001
- **Mediation**
  - Each Board required to offer as of 2002
  - Train the Trainers available as of 2001



# Member Policy Department



- **3 Major Programs administered**
  - **Pro Standards Compliance Program**
    - On-going review and revision of Code of Ethics
  - **Multiple Listing Policy Compliance Program**
    - Supports boards/associations with development and implementation of reasonable & legally defensible multiple listing policies
  - **Policy Compliance / Assistance Program**
    - Assists boards in maintaining compliance w/ BOD approved policies
    - Ensures continuing coverage under Master Pro Liability Insurance policy requiring local and state board governing documents to be in compliance
- **These departments respond annually to**
  - 2000-3000 written inquiries; 10,000-20,000 phone inquiries
- **Click Here for resources**
  - <http://www.realtor.org/rodesign.nsf/pages/lawpolicyctr?OpenDocument>

# Commercial Real Estate Priorities



**REALTORS® Commercial Alliance**

**RCA**

# Key Issues Being Addressed

- **Legislative Advocacy**
- **Industry Definitions**
- **License Reciprocity**
- **License Portability**
- **International Business**
- **Industry Research**
- **Embracement of**
  - **Appraisal, Auction, Resort Niches**
- **For Commercial Resources click here**
  - **<http://www.realtor.org/rodesign.nsf/pages/combrokerhome?OpenDocument>**



# Additional Commercial Components

- **CommercialSource.com at Realtor.com**
  - Increase value to current & potential members
    - Business Tools
    - Member Resources
    - Commercial Affiliates, Boards & Structures
    - Power Tools for Today's Commercial Real Estate Practitioners
- **Appraisal**
  - Strengthen on-line delivery of services to state licensed and certified appraisers REALTOR® members
  - Web-Based Core services provided
  - Designation Courses
    - RAA (Residential Accredited Appraiser)
    - GAA (General Accredited Appraiser)
- **Resort Property & Auction Arenas**
  - Increase Awareness and programming



# Government Affairs





# The Big Grab



# The Issue

- **Proposed Federal Reserve regulation would**
  - Allow banks to enter real estate brokerage business
- **Impact on REALTORS®**
  - If Financial Services Firms & Banks succeed in re-defining RE Brokerage as a ‘financial activity’ then
    - Direct competition and/or Acquisition of RE Brokerage companies will occur
- **REALTOR® position**
  - NAR has a longstanding policy that opposes banks engaging in real estate brokerage & related activities
  - REALTORS® maintain that real estate brokerage and related activities are commerce, not financial



# What can you do?



- **Continue to**
  - Ask your Senators and Congressional Leaders for their support
- **Generate Letters Electronically to**
  - To Federal Reserve & Treasury
  - To Congress & Senate members
    - On Banking, House Ways & Means, and other key committees
  - Lobbying continues to make progress
- **More Info & Update**
  - To Date, over 100,000 letters have been sent
- **Click Here for**
  - List of Co-Sponsors, Press Releases, Summary of Events, Talking Points
  - <http://www.realtor.org/gapublic.nsf/pages/keepbanksout?OpenDocument>

# Tax Issues in Congress

- **Depreciation (Two-fold issue)**
  - Leasehold Tenant Improvements
  - Recovery Life
- **Estate Tax Relief**
  - Taxes due should not force sales
- **Mortgage Cancellation Relief**
  - To Benefit residences sold at a loss
  - Or when lender forgives a portion of debt owed
- **Internet Taxation**
  - Equal treatment for Internet & 'Bricks/Mortar' purchases
- **Small Business Tax Package**
  - 100% health insurance deduction for self-employed
  - Increased deductions for equipment investments to \$35k
  - Increased business meal deduction



# Other Public Policy Issues:

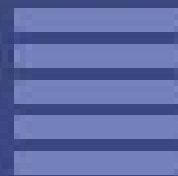
- Database Protection Legislation
- Affordable Housing
- Credit Score Disclosure Legislation
- Brownfields Clean-up
- Private Property Rights
- Bankruptcy Reform
- For more details on Federal Issues click here
  - <http://www.realtor.org/rodesign.nsf/pages/FedIssuesctr?OpenDocument>





ON  
COMMON  
GROUND

REALTORS® &  
Smart Growth



# Smart Growth Initiative: Five Principles

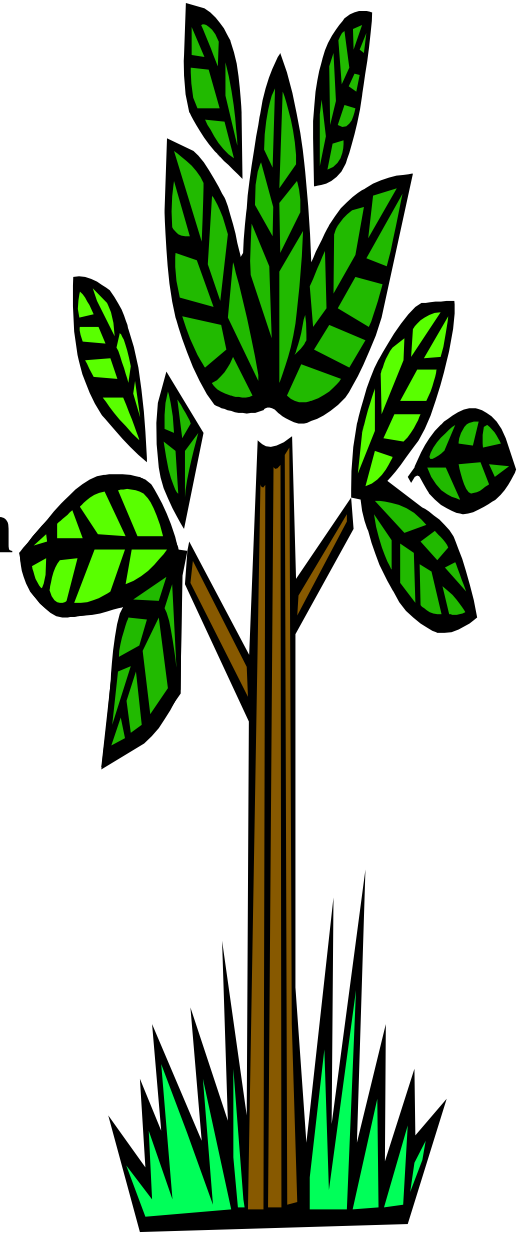
- **Provide Housing Opportunity**
- **Build Better Communities**
- **Protect the Environment**
- **Protect Private Property Rights**
- **Implement Fair/Reasonable Fiscal Measures**
- **Click Here for details**



– <http://www.realtor.org/smartgrowth2.nsf/pages/homepage?opendocument>

# **Smart Growth Initiative: Ten Strategies**

- 1. Training Program**
- 2. Public Opinion Surveys**
- 3. Customized Research for States**
- 4. A REALTOR® Advocacy Publication**
- 5. Federal Lobbying and Communication**
- 6. Research on Growth Management**
- 7. NAR as Leading Land-Use “Voice”**
- 8. Plan for NAR’s Land-Use Program**
- 9. Customized State Legislation**
- 10. Help Boards Identify Government Affairs Needs**





The image features a stylized graphic design on a white background. At the top, there are four horizontal yellow bars of varying lengths, stacked vertically. Below these, a yellow trapezoid and an orange triangle are positioned side-by-side. To the right of the orange triangle, there are four parallel, slanted orange bars. Below the yellow trapezoid and orange triangle, there are four vertical bars of increasing height from left to right, colored in a gradient from light to dark olive green. To the right of these green bars is a solid dark olive green square. Further right is a solid blue square. Below the blue square, there are four horizontal blue bars of varying lengths, stacked vertically. At the bottom left, the text "AT HOME WITH DIVERSITY" is written in a bold, dark green, sans-serif font.

**AT HOME WITH DIVERSITY**

# NAR's award-winning program

## *At Home With Diversity: One America*

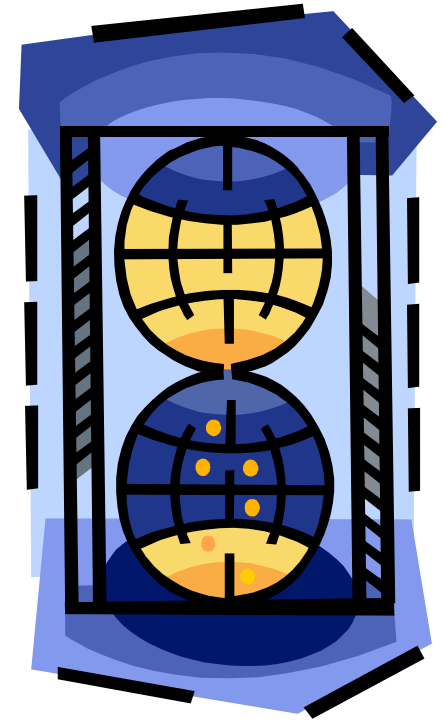
- **A certification program**
  - developed in partnership with the HUD
- **Teaches multicultural etiquette**
- **Raises awareness about diversity**
- **Suggests business strategies**
  - to help include immigrants and minorities
- **4,000+ have taken the course**
- **Click Here for more info**
  - <http://www.realtor.org/divweb.nsf>



# International



# Key Initiatives



- **International Consortium of Real Estate Associations establishes Standards for**
  - **Professional Standards**
    - International understanding of Ethical Concepts
    - Creating alternatives to litigation on disputed fees
    - Core education or minimum licensing requirements
  - **Business & Technical Standards**
    - Agreed procedures for international referrals
    - Formal Procedures for collecting & sharing market data
- **CIPS – Certified International Property Specialist**
  - Basic and Specialized Skills necessary to thrive in global arena
  - Designees highlighted in on-line & print directories
- **Click Here for more details on International Section**
  - <http://www.realtor.org/rodesign.nsf/pages/internationalctr?OpenDocument>

# Legal Affairs



# When Stuff Happens ...There's Help

- **Has a REALTOR® Organization been sued?**
- **Is money available for help with certain lawsuits?**
- **Need info on important court rulings?**
- **Is the REALTOR® Trademark being abused?**
- **Need help w/ By-Laws & Governing Documents?**
- **Curious about trends in litigation & legislation?**
- **Can your Board Counsel get another opinion?**
- **The Answer is YES!**
- **Click Here for Legal Resources**
  - <http://www.realtor.org/rodesign.nsf/pages/lawpolicyctr?OpenDocument>



# Letter of the Law – ORP

*Including but not limited to ...*

- Agency & Buyer Agency
- Arbitration
- Employment Law
- Independent Contractors
- Ethics Enforcement
- Fair Housing
- Litigation Management
- Tax-Exempt Status
- Antitrust
- Copyright & Trademarks
- Risk Management Issues & Broker Liability Issues
- Environmental Issues
- Land Use Issues
- Sign & Anti-Solicit Ordinances
- MLS & Non-Member Access
- RESPA
- American w/Disabilities Act
- ‘As Is’ Clauses
- Procuring Cause & Mediation
- Stigmatized Properties



# Public Affairs





# Available Services

- **Assistance with**
  - **Speeches and Presentations**
  - **Guidance when dealing with Media**
  - **Arranging Interviews or Press Events**
  - **Counsel with Strategic Communications**
  - **News Releases & Media Materials**
  - **Audiovisual Presentations**
  - **Speechwriting & Speakers Bureau**
  - **Video & Audio News Releases**
  - **Stump Speeches & PowerPoint presentations**

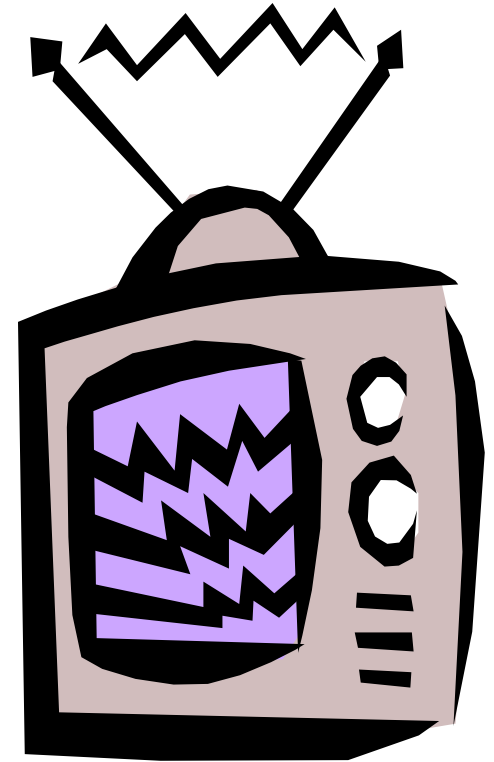


# Public Awareness Campaign

Since July 1998—

- More than 3,800 TV commercials
- 2,300 radio spots
- Delivering nearly 3 billion exposures to the REALTOR® name
- Highlighting both Residential and Commercial Real Estate Practices
- Check out the Campaign web site

— <http://www.realtor.org/realtororg.nsf/pages/publicawareness112701?OpenDocument>



# HOPE Awards

- Recognizes & honors individuals/organizations
  - Help to eliminate barriers to minority homeownership
- Award Recipients receive
  - \$10,000 prize & trophy at a gala dinner at National Building Museum
  - Honored by Members of Congress, the Administration & national real estate leaders
  - Winners will discuss & share experiences with
    - News media & housing policy makers at symposium at National Press Club
- <http://www.HopeAwards.org>



# HOPE Awards

## Categories

- Education - extraordinary effort to educate minority homeowners
- Finance - helped minorities overcome barriers to purchase a home
- Project of the Year - housing development that increases the supply to meet minority needs in minority communities
- Brokerage - organization providing full range of transaction services to minority communities
- Public Policy – effectuated change in policies or programs to help increase minority home ownership
- Media – outstanding print or broadcast coverage of minority homeownership
- Leadership – single individual making a significant difference



# Good Neighbor Awards Committee

## Recognizes the Contributions of REALTORS®

- To their communities
- finalists demonstrate
  - how integral REALTORS® are
  - To the well-being of their areas
  - Demonstrate positive difference REALTORS® make
- 260 entries; 10 finalists; 5 winners chosen
  - Winners receive \$5000 grants
  - Remaining finalists receive \$1000 grants
  - <http://www.realtor.org/rmodaily.NSF/pages/goodneighborhomepage?OpenDocument>



# Highlights

- **Sponsorship of Ipswich House at the Smithsonian**
  - 300 year old, 2.5 story timber frame residence
  - 5.6+million annual visitors
  - plus virtual visitors
  - American History through the lives of 11 generations of the inhabitants of the home
    - Funding \$2.4 million over a 15yr agreement
  - Promotional Products will include
    - On-Line 360 degree virtual tour of the Exhibition, Miniature replicas of Ipswich House, brochures, videos, posters, coloring books
- **Opened May 15, 2001**



# Information Central



and

# Information Technology Services

# Everything you ever wanted to know

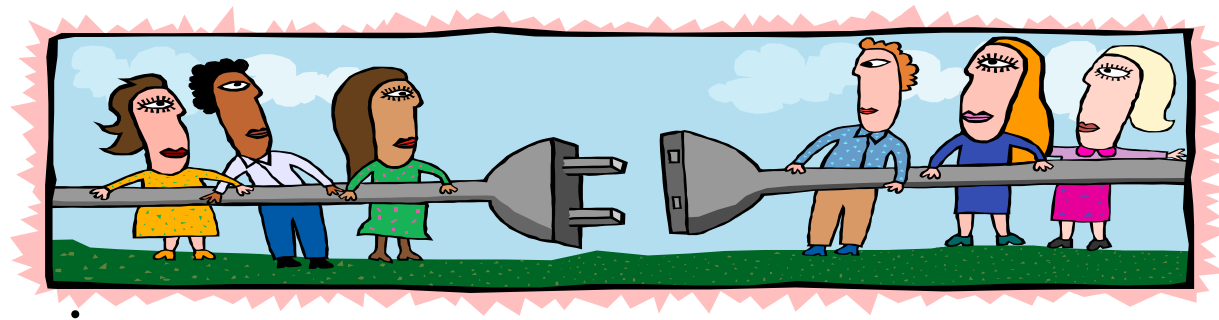
...but were afraid to ask

- **1-800-874-6500 Info Central!**
- **Library & Archives**
  - Virtual Library
  - ‘research’ pages for Commercial, AE, Appraisal, International Websites
  - On-line cataloging of books and articles
  - Physical Library & circulation of books and tapes
- **Call Center**
  - Handles 85,000 calls & 45,000 emails per year
  - 85% processed w/o transferring to another department
  - Manages all product orders & any related complaints
  - Maintains multiple directories, databases & related info
  - Provides marketing outreach (focus groups, etc)



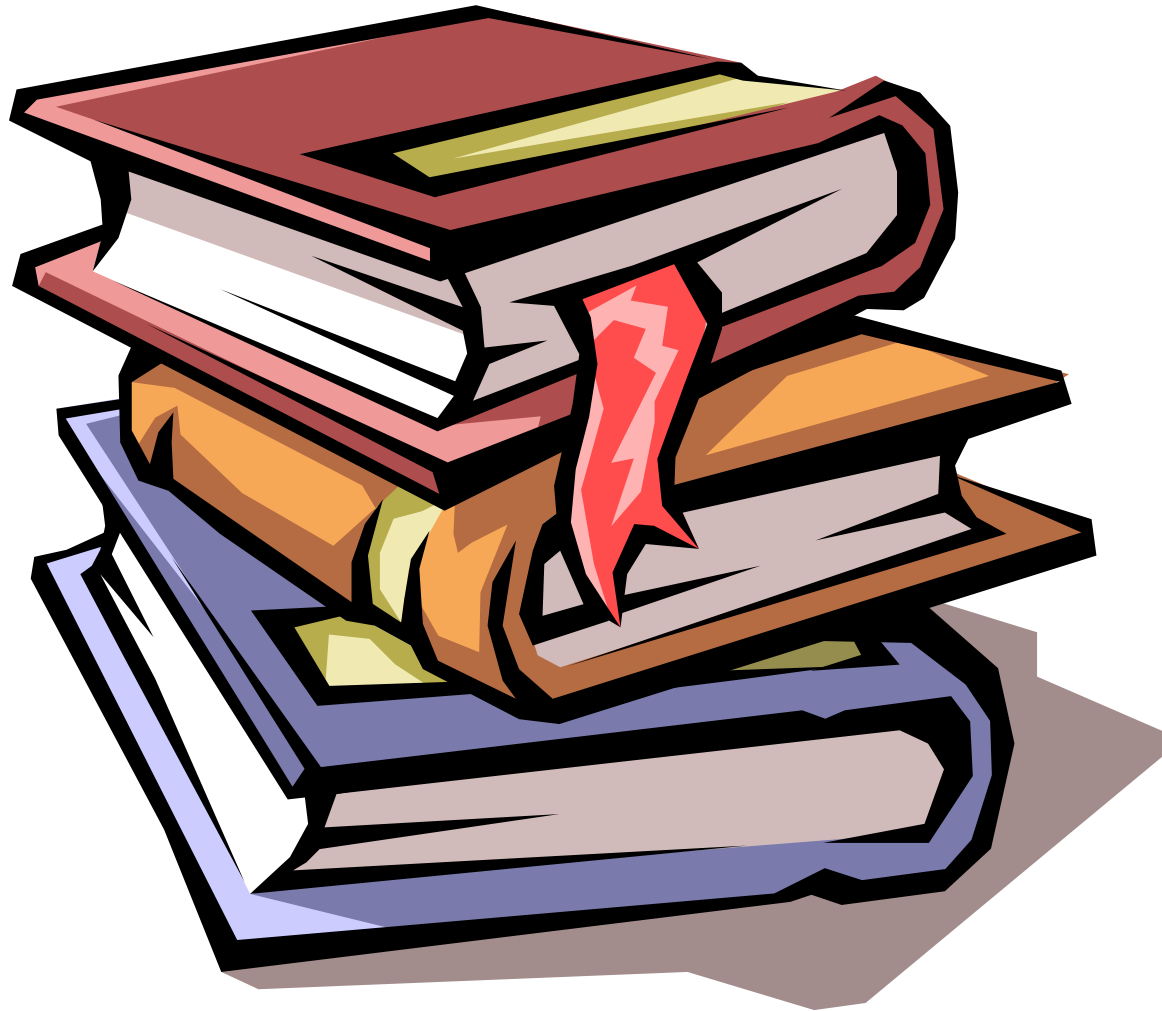


# ‘Plugged In’



- **Site Redesign**
  - **Portal to RE Info & Services**
    - Tailored to the individual based on their profile
    - Tracks request for info and provides updates the next time they access
    - Simpler Navigation & more powerful Knowledge Management capabilities
- **Click Here to Access Information Central**
- **<http://www.realtor.org/libweb.nsf/pages/homepage?OpenDocument>**
- **NRDS Central Database**
  - **Changes will allow “Batch Method’ Boards to interact directly**
    - Real Time Updating of Member Databases to prevent overwriting good data with old data
  - **E-Commerce Enhancements**
    - Allow Boards to route money to multiple bank accounts
- **Assisting ARELLO <http://www.ARELLO.org>**
  - **Creation of a Member & Non-Member Licensees Database**
  - **Cross reference of NRDS & State Licensing Commissions**
  - **Improve info on member licensing status for locals**

# Education



# Tools & On-Line Offerings

- Educational Info for Real Estate Specialties

- Appraisal
- Auction
- Buyer Representation
- Commercial
- International
- Personal Assistants
- Property Management

- Programs to view or download

- Ethics Course and other

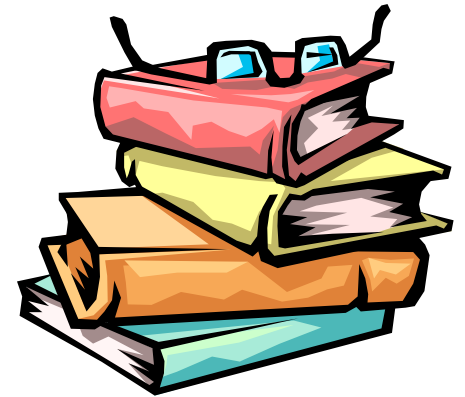
- Education area info

- <http://www.realtor.org/rodesign.nsf/pages/educationctr?OpenDocument>



# Tools for AEs & Ed Directors

- AE Professional Development
- AE Institute
- Duke Certificate for AEs
- REALTOR® Certified Executive (RCE)
- BAC (Basic Administrative Concepts)
- AAC (Advanced Administrative Concepts)
- [E-Pro for Association Management](#)
- State and Local Education Directors
- Directory of State Education Directors

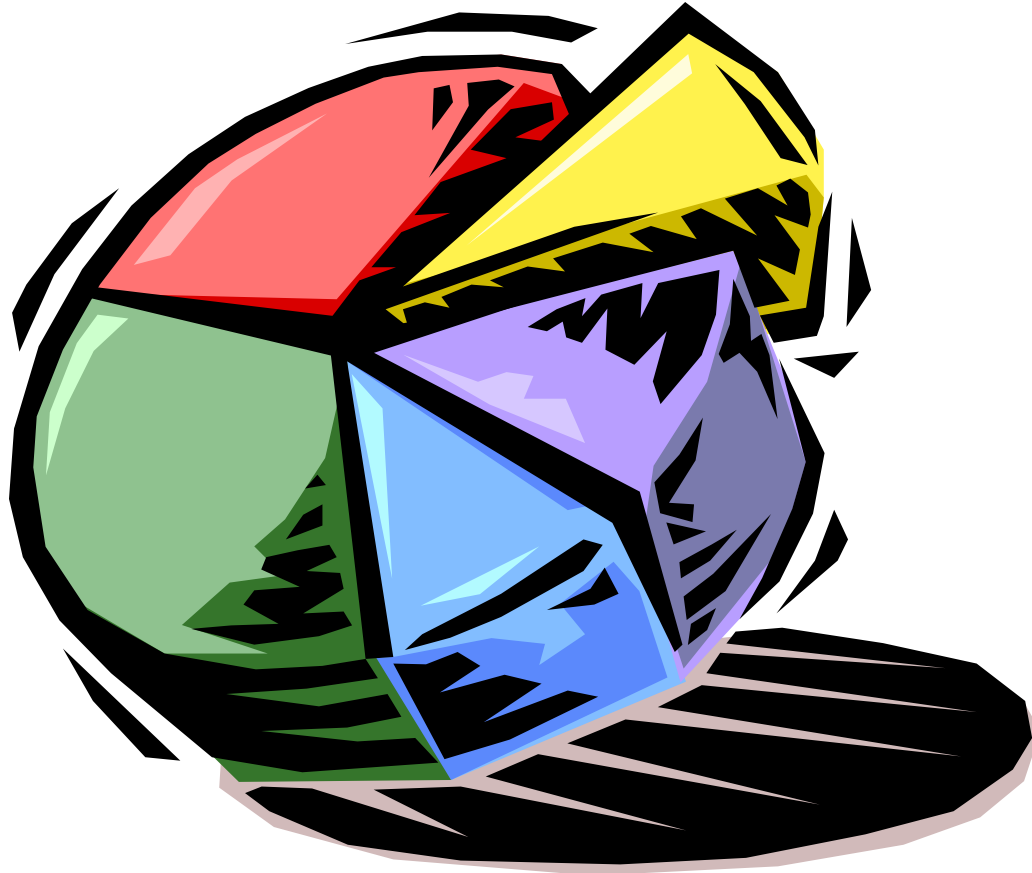


# Other Resources

- NAR Certificate Programs
  - [e-PRO Internet Professionalism Certificate](#)
  - At Home with Diversity
  - [Real Estate Professional Assistant Certificate \(REPA\)](#)
  - Graduate REALTOR® Institute (GRI)
- REALTOR® University On-Line
  - <http://www.realtor.org/realtoruniversity>
  - Learning Library –  
<http://www.learninglibrary.com/realtoruniversity>
  - E-Pro & AE Pro – <http://EProNAR.com>
  - REBAC (ABR, ABRM) – <http://www.REBAC.net>
  - CIPS – Certified International Specialist
    - <http://www.realtor.org/cipshome.nsf/pages/AboutCIPS>
- REEA – <http://www.REEA.org>
- ARELLO – <http://www.ARELLO.org>

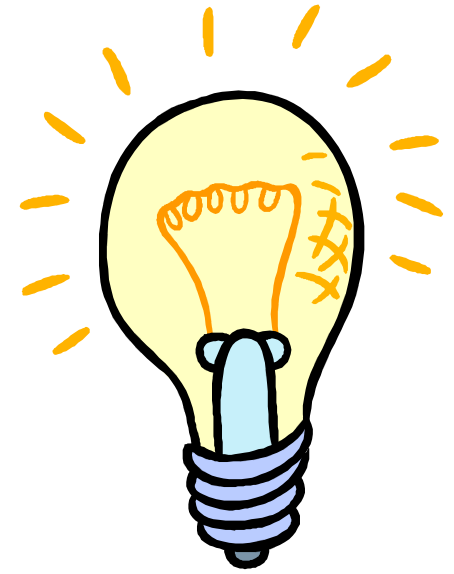


# Marketing & Business Development



**Communications & Promotions**

# Business Tool Kits

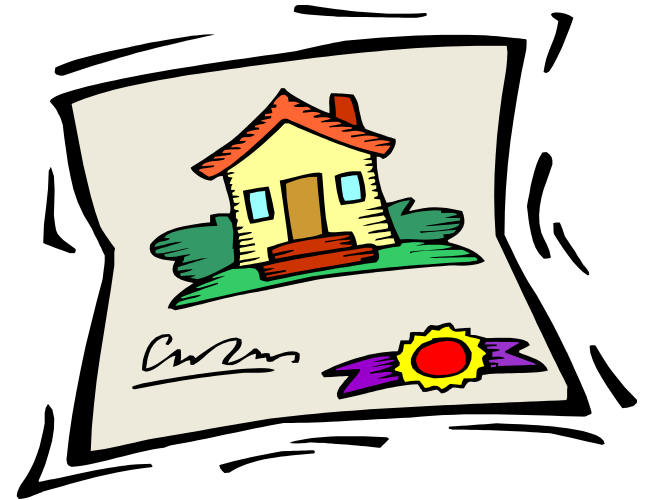


Power Tools, Research & Topics for

- Residential
  - Managing Brokers
  - Residential Practitioners
    - <http://www.realtor.org/rodesign.nsf/pages/resbrokerhome?OpenDocument>
- Commercial
  - Property Management
  - Commercial Practitioners
    - <http://www.realtor.org/rodesign.nsf/pages/combrokerhome?OpenDocument>

# REALTOR® VIP Strategic Alliance Program

- Combines REALTOR® Rewards & REALTOR® Benefits Plus
- Alliances with outside corporations provide members
  - competitive insurance rates
  - group-buying discounts
  - or added value incentives
  - So much more ...
- Click Here for details
  - <http://www.realtor.org/prodser.nsf/pages/VIPHome?OpenDocument>





# Publication Group Products

- REALTOR® Magazine
  - Tools offering bottom-line info to increase business success
  - Advances industry ‘best practices’
- REALTOR® Magazine Show Daily
  - “Live” publication - Produced on-site at annual conference
- RealtorMag On-line
  - <http://www.realtor.org/rmodaily.nsf?OpenDatabase>
- REALTOR® AE Magazine
  - <http://www.RealtorAE.com>
- Realtor.org
  - <http://www.Realtor.org>
- Internal News Service Reports
  - <http://www.realtor.org/roreg.nsf/person?OpenForm>



# RPAC



**...Our Partner in Advancing Public Policies  
that Help Our Business**



*REALTORS® Political Action Committee Your Best Investment In Real Estate*



## **RPAC Dollars Raised Over 5 Years**

✓ **1996: \$1.4 million**

✓ **1997: \$1.78 million**

✓ **1998: \$2.02 million**

✓ **1999: \$2.45 million**

✓ **2000: \$2.71 million**

✓ **For 2001 Stats & detailed info click here ...**

**<http://www.realtor.org/rpacweb.nsf?OpenDatabase>**

# Convention Group



# Annual Events

- **Leadership Summit Meeting**
  - Every Aug; Chicago, Ill.
  - Programs for incoming State and Local Assn. Leadership
  - 800+ attendees
- **Annual Governance Meetings**
  - Fall conference
  - 100+ education workshops & programs
  - Special events for networking opportunities
  - 1600+/- Booths; 23,000+
  - attendees from around the globe
- **Association Executives Institute**
  - Early Spring
  - 800+ State & Local AEs attend
- **Midyear Legislative Meetings & Expo**
  - Each Spring in Washington DC
  - Legislative Agenda
  - 350+/- Booths; 7,000+/- attendees
- **Click Here for all details**
  - <http://www.realtor.org/rodesign.nsf/pages/meetingsexpoctr?OpenDocument>





**Finance Department**

# Financial Health

- **NAR's \$90+/- Million Budget**
  - operates on a 3 year budget cycle
  - Reviewed annually by the Program Managers, Budget Review Team, Finance Committee & Executive Committee
  - Final approval rests with the BOD
- **Finance Department responsible for**
  - 33 financial & legal entities that require auditing
  - Accounts Payable and Receivable for
    - NAR, WCR, CRE, RNMI, REBAC and RPAC
  - Oversight & Management of
    - NRDS- National REALTORS® Database System
    - E-Commerce – REALTORS® Electronic Commerce Network
  - Full Spectrum of Financial Management
    - Payroll & Benefits; Purchasing; Facilities Management; Financial Information Systems; Expense Reporting; Credit & Collections; Capital Acquisitions; Cash Management & more

