**Core Standards Certification**

Applicant association hereby acknowledges it has carefully reviewed the National Association of REALTORS® policy on Core Standards for Associations (copy attached), and understands significant resources (both human and financial) will be required to comply with these requirements. Applicant certifies it has the resources necessary to meet these requirements and agrees to comply with these requirements on an ongoing basis as a condition of its charter with National Association of REALTORS®.

Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of President of applicant group)

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(Type or print name of President)

By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Signature of Secretary of applicant group)

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(Type or print name of Secretary)

**Core Standards for Associations of REALTORS®**

**I. Code of Ethics**

A.   REQUIREMENT: Every association will provide new and continuing member Code of Ethics training as required by Article IV of the NAR Bylaws.

B.   REQUIREMENT: Every association will maintain a viable professional standards process to enforce the Code of Ethics and provide arbitration and mediation as member services. Associations must have a fully functioning professional standards committee with administrative capability to conduct the program, or must administer professional standards enforcement through a multi-­board (or regional) professional standards agreement with other associations or with the state association.

C.   REQUIREMENT: Every association will provide mediation services to members as required by Article IV of the NAR Bylaws. Associations may also offer ombudsman services to members and their clients and customers and, if available in the state, may implement a “citation” enforcement policy.

**II. Advocacy**

A.   REQUIREMENT: Unless prohibited by state law and in recognition of state law differences, each association shall include in their dues billing a voluntary contribution for the PAC or the issues Political Advocacy Fund (PAF) in an amount adequate to meet any NAR established RPAC fundraising goals. Dues billing for PAC or PAF contributions has been proven to be the most effective method for raising PAC or PAF dollars and in engaging our members in political advocacy\*. A local association will have met this Mandatory Core Standard, regardless of whether they collect the full amount of their NAR established goal, if they include the voluntary contribution on their dues bill.

Notwithstanding the above, a local association that chooses not to include a PAC or PAF contribution on their dues bills, may, in the alternative, meet this Mandatory Core Standard if they deliver to NAR the full amount of any NAR established RPAC goal contributed by whatever legal means determined to be in the best interest of the local association (i.e. ., a corporate contribution in the full amount of the NAR established goal). In whatever manner the NAR established RPAC goal is met, funds shall be sent to RPAC or the PAF individually or collectively by/through the State Association (i.e., one check concept). The intent of this standard is to provide the best opportunity for every association to meet its goal. \*Unless prohibited by state law, it is recommended that to reach the highest participation levels possible, each local association include the contribution to either the PAC or the PAF “above the line” with appropriate disclaimers about the voluntary nature of the member contribution.

B.   REQUIREMENT: Each association shall provide or distribute information and communications from NAR and the applicable state association, regarding the value of investing in and the benefits received from the individual’s participation in the PAC.

C.   REQUIREMENT: Each association shall demonstrate participation in Calls for Action delivered through the REALTOR® Action Center (e.g., promotion through websites, newsletters, office visits, etc.). It is the state and local association’s obligation to provide adequate proof of participation. NAR shall monitor state association participation primarily through the REALTOR® Action Center Response Reports. If there are signs of insufficient participation, NAR shall investigate and encourage compliance. The state associations shall monitor local association participation primarily through the REALTOR® Action Center Response Reports. If there are signs of insufficient participation, the state association shall investigate and encourage compliance.

D.   REQUIREMENT: Each local association shall demonstrate participation (if applicable) in State Calls for Action (e.g., promotion through websites, newsletters, office visits, etc.). It is the local association’s obligation to provide adequate proof of participation.

E.   REQUIREMENT: Each association shall demonstrate advocacy engagement. For program ideas go to My REALTOR® Party Resource Guide at [www.realtoractioncenter.com/realtor-­party/documents/MRP‐Resource-Guide.pdf](http://www.realtoractioncenter.com/realtor-party/documents/MRP%E2%80%90Resource-Guide.pdf).

**III. Consumer Outreach**

A.   REQUIREMENT: Every Association will demonstrate engagement in not less than four meaningful consumer engagement activities annually, reflected by:

Being the “Voice for Real Estate” -­‐ promoting market statistics and/or real estate trends and issues (e.g., release through press releases, interviews, etc. of MLS statistics, local market statistics, NAR research reports, local/state analysis of NAR statistics, etc.)

Community involvement -­‐ promoting the value proposition of using a REALTOR® and/or engaging in community activities which enhance the image of the REALTOR®;

Advocacy efforts -­‐ engaging the public in legislative/political issues that impact real estate and related issues; and

Community investment – Organizing human resources (i.e., assisting in a Habitat for Humanity build, etc.) or fundraising for the benefit of charitable/community organizations.

To meet this four‐activity per year requirement, each association must execute from some combination of at least 3 of the 4 listed engagement activities during the year. It will not be enough, for example, for an association to engage in the same activity 4 times each year nor will financial support of a charitable organization alone be considered to have met this Mandatory Core Standard.

Additionally, any one activity can only be quantified in one category. Example: Assume Association A releases quarterly market statistics to the media satisfying (1) above. Association A must also engage in some combination of the other listed activities as follows: a community involvement activity (2) and an advocacy effort (3); or a community involvement activity (2) and a community investment activity (4); or an advocacy effort (3) and a community investment activity.

**IV. Unification Efforts and Support of the REALTOR® Organization**

A.   REQUIREMENT: Every association will maintain, have access to or will have legal counsel available.

B.   REQUIREMENT: Associations shall adopt and maintain corporate documents, policies and procedures that conform to local, state and federal laws. Associations will timely file legally required reports and documents (e.g., corporate renewal documents, state and federal tax returns, etc.).

C.   REQUIREMENT: Every association shall have and annually adopt a business or strategic plan including an advocacy component. If, for example, an association develops a three year strategic plan, that plan must be adopted and the adoption reported annually.

D.   REQUIREMENT: Local and state association chief staff must complete at least six hours of REALTOR® association professional development on an annual basis. (i.e., state, regional or national).

**V. Technology**

A.   REQUIREMENT: Every association must have an interactive website (defined as the ability to move between websites and create active links), post access to professional standards and arbitration filing processes on the website and create a link to the websites of the other levels of the association for promotion of member programs, products and services.

B.   REQUIREMENT: Every association must utilize an email and/or internet based means for member communication.

**VI. Financial Solvency**

A.   REQUIREMENT: Every association must adopt policies to ensure the fiscal integrity of their financial operations.

B.   REQUIREMENT: All associations, state or local, with revenue of $50,000 or more must submit a report from a CPA which includes either an audit opinion or an accountant’s review report on an annual basis. For those associations with revenues less than $50,000 annually, a compilation report prepared by a CPA will be acceptable. These thresholds apply to all associations whether tax exempt or for profit. It will be left to the discretion of each association as to the frequency of an audit versus a review, recognizing that the costs of each type of engagement vary greatly.