

COMMERCIAL RESOURCES FOR ASSOCIATIONS



DEVELOPING COMMERCIAL SERVICES

NAR's Commercial staff can visit your association or connect to discuss the benefits of offering commercial services, ways to enhance your current offerings, and how to build an effective member development strategy.

COMMERCIAL MEMBERSHIP BY DESIGN COURSE

This course is for association executives and staff. It teaches you how to engage your existing commercial membership base, educate your entire membership on key commercial industry statistics and issues, and attract new commercial members through intentional involvement "by design."

COMMERCIAL LEADERSHIP WORKSHOP & FORUM

Members, staff and volunteer leadership of NAR's state and local associations come together to network, share issues, discuss local association best practices for recruiting/retaining commercial membership and engage in problem solving discussions. The Commercial Leadership Workshop is held prior to the Leadership Summit event in August; the Commercial Leadership Forums are held during NAR's May and November meetings.

COMMERCIAL SERVICES ACCREDITATION

NAR recognizes local and state associations for their commitment to offer commercial services, programs and benefits for members, in addition to being an integral part of a successful membership recruitment and retention plan.

Visit www.REALTOR.org/CSAccreditation

ACE AWARDS

High-performing associations that hold the Commercial Services Accreditation are eligible for recognition with the Accredited Commercial Excellence Award, bestowed during the Commercial Leadership Forum at the REALTORS® Conference & Expo.

Visit www.realtor.org/commercial/ACEAwards.

NAR is here to support your efforts at the local and state levels to serve commercial real estate practitioners in the following ways.

For more information, visit realtor.org/commercial
or contact us at narcommercial@realtors.org.



NATIONAL
ASSOCIATION of
REALTORS®

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COMMERCIAL INNOVATION GRANTS

This program assists local associations with funding for new services or programs that have a direct benefit to commercial members. Application and funding occur twice a year.

www.realtor.org/grants/commercial-innovation-grants

REALTOR® PARTY GRANT PROGRAMS

Funding is available to state and local associations to help plan, organize and implement community outreach programs to impact efforts to revitalize downtowns and suburbs, create great places, enhance housing options and focus on land use in communities. Funding is also available for other initiatives including polling, issues mobilization and more.

www.realtoractioncenter.com/for-associations

DISCOVERING COMMERCIAL REAL ESTATE COURSE SPONSOR

Become an official course sponsor by licensing Discovering Commercial Real Estate. Educate your entire membership about the relationship between commercial and residential real estate while generating non-dues revenue. This is an ideal introductory program for those who are newly licensed and/or residential agents.

www.realtor.org/DCRE

NATIONAL COMMERCIAL AWARDS

Each fall, NAR honors accomplished REALTORS® in commercial real estate through recognition on the national level.

www.realtor.org/commercial/national-commercial-awards

REALTORS® PROPERTY RESOURCE (RPR) – COMMERCIAL

This exclusive benefit allows your REALTOR® members to measure, predict, and target the right location for their clients by providing access to advanced “big data” analytical tools.

Visit blog.narrpr.com/commercial.

CIE/CMLS SOLUTIONS

Xceligent, a REALTOR Benefits® Partner, can review your association’s Commercial Information Exchange or Commercial MLS needs at a guaranteed discount over competitor services.

www.xceligent.com

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