Speaker 1 ([00:00](https://www.rev.com/transcript-editor/shared/tLy9WrF_aKuF9mQ947CHGne7URhRmT5zIsQgP2rSXDgCsqxNmeoX0oFYJegP4E86FB5Jrc1lDgg5OxupMGWyo36_tSI?loadFrom=DocumentDeeplink&ts=0.48)):

You are watching Drive With NAR, the REALTOR® to REALTOR® series powered by REALTOR® Magazine. Tune in as real estate professionals talk twos of the trade and share stories of inspiration. Get ready to step up your business. I'm your host, Marki Lemons Ryhal. The difference between working with a REALTOR® who is a member of the National Association of REALTORS® and a generic real estate agent can be huge. NAR members have access to tools, resources, education, and data that aren't available to other real estate professionals. The question is how do you help the consumer understand how that works to their advantage? Today I'm joined by two members who will explain how emphasizing your status as an agent who is a REALTOR® can help you explain your value to buyers and sellers and beat out your competition for more business. Matt Difanis is the broker owner of Max Realty Associates in Champaign, Illinois. And Christina Pappas is the president of the Kais Company in Miami. Welcome, Matt and Christina, thank you for joining me today.

Speaker 2 ([01:14](https://www.rev.com/transcript-editor/shared/c5XwlaSg6RpQEBH9ivgOeeWXBY4_fAk57Id_gE4zmL-VMYn6rIYWdFnQrLHZq6OmtKy88Cp-l5S478q2NX6NfNPlx3k?loadFrom=DocumentDeeplink&ts=74.76)):

Hey Marki, thanks for having us.

Speaker 3 ([01:17](https://www.rev.com/transcript-editor/shared/7ptdBT3419X__QRyvN4LjnSjRG40JVeY9LH9lC4nd0Qwqm1ucR-QUaq6QFCKELvUKLkS3e8ABYyQjQ0OzdFhm4cDNts?loadFrom=DocumentDeeplink&ts=77.07)):

Thank you so much for having us, Marki. Great to be with you.

Speaker 1 ([01:19](https://www.rev.com/transcript-editor/shared/FcFRfIM_Rqz4W2wDSoqIhldGsavAV48iNIUTo3kSXRGgDKmcsq64SH4KXac88cuOpe1-Q2sNSFWG5bcTiRgH3F7jVqk?loadFrom=DocumentDeeplink&ts=79.92)):

Well, we are elated to have you. Let's jump right in. What benefits do consumer enjoy if they choose to work with an agent who is a REALTOR®, Matt?

Speaker 2 ([01:32](https://www.rev.com/transcript-editor/shared/8nIV3rnyi2Pf4hCAlGQCUAGOlpcPShe-DVWI-NAvej4SI003sEY9e9zXhaSaC1N0porO1deG39JaZZlPHhIHucURlHQ?loadFrom=DocumentDeeplink&ts=92.82)):

Well, as somebody who's had the privilege of serving as the chair of the Professional Standards Committee at the National Association, which, we're the keepers of the code, the code of ethics is near and dear to me and is way up high, if not at the top of the list of differentiating factors. The National Association of REALTORS® for several years had an ad campaign that said part of what makes us different we're REALTORS®. We live by the code. We voluntarily hold ourselves to a higher standard, and that really means something. And as somebody who's gotten to have a front row seat to revising and interpreting that code of ethics—that's a big deal. That is a higher standard that no matter where you are in the country, if you are a member of the National Association of REALTORS®, you are saying I am promising to hold myself to that higher standard, which includes higher standards for consumer protection. And I'm promising to do it in all facets of my life, not just when I'm clocked in.

Speaker 3 ([02:29](https://www.rev.com/transcript-editor/shared/9DG3yMRvXXCs7BgE5A4WBoeQbMw77f24HYdraWFECSBCeYVjoYb2y-JxOeKpKi1vxBwueYAU0W2HeJ093soejQcX77g?loadFrom=DocumentDeeplink&ts=149.64)):

Christina, I absolutely agree with Matt. Being an agent who is a REALTOR® is absolutely held to a code of ethics, and that's all throughout our lives and I think that's so important to consumers. Additionally, being from Florida and being, unfortunately having a lot of our consumers affected by natural disasters, one, I think one of the biggest resources I believe our consumers have access to is the REALTOR® Relief Foundation, and that provides rent and mortgage relief to those who have been affected by natural disasters. And while a consumer doesn't necessarily have to use an agent who is a REALTOR® to get access to that, the agents who are REALTORS® know about it. And that has been a really great way for us to connect with our consumers and help them understand the benefits of working with those agents. Additionally, we do a lot of commercial real estate here in Florida and that providing that 1031 exchange to our consumers has been incredibly important and a really great resource. The 1031 exchange will allow a consumer to sell a building and buy a kind building while deferring the tax required to be paid at closing, deferring that tax to the future by buying a like kind property and the REALTOR® party every single year lobbies to protect that 1031 exchange proposition and to allow them to defer that tax. And it's been an incredible way for us agents who are REALTORS® to connect with our commercial consumers who find that benefit extra important.

Speaker 1 ([03:57](https://www.rev.com/transcript-editor/shared/Yk4YGNYxVHzIPqXdEFpPVkZEsTkPcrj77O54JdHmGGVA3ymyt1SW5GmPwPV4reI03qsKWC7z73Q_99ZKadO5NFHEi24?loadFrom=DocumentDeeplink&ts=237.37)):

What would you say are the top benefits of being an NAR member that have a direct impact on consumers and how do you communicate that? Christina, you mentioned the 1031 exchange. What other benefits are you seeing?

Speaker 3 ([04:13](https://www.rev.com/transcript-editor/shared/K3qjfdCCNnNmNNMonYJyLiofQkgDfrK0g4cfD9mrow_4FeLLBzH-uv-90zX0NCkwKsRraodcaV12NcVc5_0QVZiEvFE?loadFrom=DocumentDeeplink&ts=253.57)):

I am extremely passionate about the REALTOR® party work that we do in Washington D.C. I come from a large brokerage, and I truly believe that one of the greatest things that we have as NAR is that we are better together on the hill, and we are able to lobby for some incredible wins. 1031 exchange is one of them. Here in the Florida, we've absolutely lobbied for some really great things, but outside of just lobbying, I think consumers also win from some of our trainings. For our agents such as Fairhaven, we have some incredible training available direct for our agents. It's going to focus on fair housing issues that they see in the area. Fairhaven is an actual class that you can take that is interactive. It can show us how you communicate and work with the consumer. Then how we respond as agents and get better at what we do and ensure that we are in front of everything that we do and held to that higher level of ethics. I think some of the additional tools are C two EX training, another training that our agents have access to that really makes sure that our agents are taking it to the next level when it comes to training and not just going and checking a box for their training.

Speaker 1

Max?

Speaker 2 ([05:25](https://www.rev.com/transcript-editor/shared/BQD1jsjhzOu3wxM-FJWX02tfG2Pebn9zCQc2YpFA_8_eNzyHZYPUZihVAbp3zgGE7s6FRnkBo_yshuBq8guNAnexYig?loadFrom=DocumentDeeplink&ts=325.78)):

I really can't say enough positive about NAR's training and professional development resources. The National Association of REALTORS® has an entire subsidiary center for REALTOR® development that, and I'm privileged, you and I are both privileged to know a lot of the people that make that run and who make the content and who painstakingly certify the instructors to make sure the very best quality content, and by quality I mean content that is going to make those real estate professionals better to serve the needs and the interest and to protect the interest of consumers out in the streets. And a testament to a lot of the quality of this stuff is our state license laws are at the state level. So, we've got all of these different state license laws and a great many of these resources that NAR has developed and promulgates have been certified for continuing education across many, many, many different states. So NAR has established itself as setting what truly is the gold standard. Many of us will refer somewhat derisively to sort of the CE mills, these online schools that yeah, they'll check a box. Yeah, it'll be whatever the minimum is needed to keep your license for a renewal cycle, but it's not necessarily going to really make you a better practitioner and somebody who is meaningfully better equipped to actually address the needs and protect the interests of our consumers.

Speaker 1 ([06:53](https://www.rev.com/transcript-editor/shared/LgqDoDSX-Ok421yuJT7hYurOCZMHsw6Q2qn0pzgU6Fgd6xHzg6Y10zEi-btLzFhg__zJuO70CrEXfv31oQnqxtwFc3Y?loadFrom=DocumentDeeplink&ts=413)):

You add KP people all the time, the pre-license course does not teach you how to sell real estate. And the National Association of REALTORS® taught me how to sell real estate with my first credential being the ABR. In the past year, I became a certified probate specialist and addition an EAH instructor, the Employee assisted housing program. And so they're keeping us up to date, but more importantly, having the ability to pivot with where the industry is right now and will be in the future. The value of being a N member has an impact on every transaction. But can you identify a recent real estate deal in which some aspect of your NAR membership was particularly helpful in getting you to the closing table? Matt?

Speaker 2 ([07:44](https://www.rev.com/transcript-editor/shared/7q3A_gX8owT_X9_UtnKPOIrxYWm5EizwD7NPXvqrGNRXNMjoBPlXcLPOuz7_pzpi7YLcJsHv2vbAU_Q_xIaV9XCSsyM?loadFrom=DocumentDeeplink&ts=464.57)):

So, Christina did a great job talking about some aspects of our lobbying efforts. One that she didn't mention is flood insurance that affects a diverse array of markets all over the country, and we've got stuff that would easily just be taken for granted. Well, of course, if there's a property that happens to be in a floodplain, of course I can still get a buyer who can close on it. No, not necessarily, but for our perennial lobbying efforts in D.C. we wouldn't have this backstop that makes it possible to finance properties that are in flood hazard areas. And so even though I'm in central Illinois, I'm not in an area that people think of when you think a flood hazard. And yet we do have occasional properties that do show up in floodplains and one of the members of my team just got something under contract that's in a floodplain just in the last few days that would literally not be possible if it weren't for NAR’s efforts to make sure that this program, which always gets renewed for impossibly short periods of time, doesn't get forgotten about and cause a hard and immediate stop to transactions all over the country.

Speaker 1 ([08:56](https://www.rev.com/transcript-editor/shared/gtcIixVTIePIxYKMq1o5U5h8L_14BE7A7QvBpD-x1qnFgbSWFZRZMf3mgVDVBKJ2l1a4dKKFwoMV-3QETWtk8G34MU0?loadFrom=DocumentDeeplink&ts=536.97)):

We've also been able to help veterans. When we think about the changes that have occurred in the past year, there was a time in which a veteran could not compensate their buyer representative and now they're able to do so per the closing process. Christina

Speaker 3 ([09:13](https://www.rev.com/transcript-editor/shared/W5NacAfI9c6UgQhRRMB_BTYSI1wqWXjojRfa09oYCN8NglbC-Sc7zJVn5hD8c9iRbDm6QBQCWblF8FIlBaRo4YdFoRE?loadFrom=DocumentDeeplink&ts=553.05)):

Marki, you took one of my examples. We represent a lot of veterans down in Homestead actually, and we had a recent buyer wanting to compensate our buyer's agent, who's also a REALTOR® and wanted to make sure they were compensated. And there was a lot of back and forth about what's the best way to do this, can we call them a consultant because we're not allowed to? And in the middle of these conversations and working actually going to NAR legal and asking, is there any legal way for them to compensate our agent, they actually were announcing the fact that now they're actually able to do that at the closing. And so it was kind of in the middle of my agent going, help me. I want to get paid and they want to pay me. How do we get this done? And it's an incredible opportunity to see really NAR at work and how quickly we move.

([10:03](https://www.rev.com/transcript-editor/shared/Yym8ADknTX38Xc04jlkIvezost09EdBujl2_U3zZi8CuRK9izC9Sp9cMcu6gRFq3vz5bve-__vFeAOlxTHt9NVK_t-8?loadFrom=DocumentDeeplink&ts=603.72)):

The other one though, I have to say, what gets me into listings and what gets our agents into listings is the REALTOR® property resource. It is one of our number one tools used at our company. It is one of the number one most used, most utilized, and it's utilized for so many different reasons. The seller report or a mini property report really give the most robust information about someone's property, a full comps overview. And I can literally be at the park with my daughter and someone will be asking how the market is and what do you think my house is worth? And I live around the corner and I pull up my app, I open it, and I'm able to give them quick overview of the market of potentially their property and tell them information they may not even know about the schools in there, everything you want to know, walking distance to certain things, anything that you want about the property.

([10:58](https://www.rev.com/transcript-editor/shared/H4M5bAmxJFdHfSZogc6KgGSNqU8KAp7KWsMChwjzEDTaOQqgYqgrIllDrspFaBeqQT3e1a-dy5-juSOBcPcvyaZtt0o?loadFrom=DocumentDeeplink&ts=658.2)):

On top of that, it also has helped many of my agents create videos about market stats. It has a market stat area, and it will actually help them create, an AI writer will create the video script for them. And so, I always feel when my associates and agents don't know what to do, I send them directly to REALTOR® property resource, pull up the market stats in area, go out, take a quick video, post it, share it. And that has been an incredible only value just for being a member of National Association of REALTORS®, an incredible resource for our company.

Speaker 1 ([11:33](https://www.rev.com/transcript-editor/shared/gpj8ZLYxzGgsSSZVrtuj5GLONMb-npRF7idUY1XwOkHfi3m0J9gjHE6A26E6qCDhHiGqKmuirVNsFAszuMd5hdOjFV4?loadFrom=DocumentDeeplink&ts=693.27)):

The last resource that I used, Christina, is RPR, and I used it as the federal political coordinator to go in and pull the information just from my congressional district. And because you mentioned artificial intelligence, I was able to feed that and come up with multiple vertical videos to share in one minute or less snippets about the value because artificial intelligence wrote the report from the RPR report. So we have all of the tools that we need in order to be successful. It is an important time for the real estate industry with the practice changes that went into effect last August. What was helpful to you when you were getting prepared for the practice changes and how is it going now?

Speaker 3 ([12:20](https://www.rev.com/transcript-editor/shared/2EPUjAMup-DFZfMzuXVoy1uUPf8JIQ6OIi6ZZWumcUhvDd9g7R8VlIKmD-E3Fb6EASP6hPlA5cLdcyEVEtv1hToswDc?loadFrom=DocumentDeeplink&ts=740.44)):

So we prepared close to 3,500 agents for these practice changes, and it felt like it was going to be the Y 2K of the real estate industry. I referred to August 17th as the Y 2K date, but the light stayed on and a lot of the reasons the light stayed on and we didn't lose power in the internet, didn't go out in the real estate agent world is truly because some of the training, the video training that was rolled out by National Association of REALTORS®, the consumer guides that we were able to provide, but truly just, sorry, truly just the fax REALTOR® website that I knew was going to be consistently updated no matter what time of day it was with information that was pertinent for my agents to be able work with and for brokers. And additionally rolled out resources from a transaction brokerage perspective, which is how we practice real estate here in Florida.

([13:16](https://www.rev.com/transcript-editor/shared/yZX0g4a6dq3C5h9nKzIm02bxjyj7WqzBcxY9UkAKg57Kg8D_q4vpxokfSrpmKkPdSVQ6ekt6nJiDsC2x9pgUHz5evR0?loadFrom=DocumentDeeplink&ts=796.39)):

We are not an agency estate, and that is very confusing when we're rolling out buyer agent conversations. And so NAR pivoted helped our Floridians down here understand how transaction brokerage was affected and ensuring that we truly had a way forward through this. On top of that National Association of REALTORS® providing the free course to become an accredited buyer representative was absolutely a game changer. It provided the confidence for my agents to go out and work alongside buyers. We often say that competence builds confidence and by providing the education and tools and building their competence, they felt confident in getting through those practice changes.

Speaker 1 ([14:01](https://www.rev.com/transcript-editor/shared/9E7VBXtFWm2r3MOIK2jfiB_WA9eL6d5Vm76A8KGNr6DI-kl2hkyuN8-PfolFVG0Id38lxLtfx9IB0lhO4KgNvxp7u4c?loadFrom=DocumentDeeplink&ts=841.78)):

Mac,

Speaker 2 ([14:03](https://www.rev.com/transcript-editor/shared/nm4r32pZE4dKrOIOgSZJGKicDXMih11vpnyi6jqTlf4KhLME8V-EKCafoVlScVDFbwWQqdBMY0mPNvkylGObTCz3irQ?loadFrom=DocumentDeeplink&ts=843.28)):

The practice changes that got implemented last August illustrated just how agile and nimble such a big organization could be and proved to be. I mean, I vividly remember exactly what departure gate at what airport I was at when the first news of the settlement broke, right? I mean, those of us who are in the trenches are like, there's the news and it's like, oh my gosh, what do we do? What do we do? What do we do? And we had only a few months to go from breaking news with so much information vacuum to fully ready or full-fledged implementation just a very few months later. And the National Association of REALTORS® was not able to protect the overwhelming majority of its members with that settlement. It really amounted to NAR putting a shield over the overwhelming majority of us, while also creating a pathway for people that weren't explicitly covered right up front to have a pathway to being covered.

([15:10](https://www.rev.com/transcript-editor/shared/0L74-AWZuyn268e-7VFrbtaxVqjRvvjar86yrMKzoNcNfWrVUcy3yhBSvk-qRWT1wiSEClTdpRXmlO1uxrcZoclLfq4?loadFrom=DocumentDeeplink&ts=910.55)):

So I think most of our members don't realize just how valuable that was. So we didn't have each of us brokerage by brokerage doing legal battles that we literally couldn't afford. That would've put us out of business. So there was that, but then there was, okay, so how do we adapt for these settlement changes, settlement mandated changes, and the speed with which educational resources were developed and updated to make sure that in contrast to the CE mills, you had things like that accredited buyers representative curriculum that got a complete reworking to make sure that it reflected the absolute state of the industry as of August 17th, and then make it available, take out every barrier to our agent population having access. If you were a member, if you're an NAR member, as Christina alluded to, you had that available for free up to date, completely revamped a hundred percent current and no added cost.

Speaker 1 ([16:13](https://www.rev.com/transcript-editor/shared/Tf8aB_amsSg9zuySInT7Ygf9u1s__HM1hDU_G__2nffKK445LcR_4XNFVcyvpHPRvRw4V98bYAYKLDX24RtM9NQu_XA?loadFrom=DocumentDeeplink&ts=973.91)):

Tell me how having access to education through NAR has helped you up your game. Have you and your agents use specialized NAR training to develop a business niche or expand your brokerage? Matt, what are you doing downstate Illinois?

Speaker 2 ([16:31](https://www.rev.com/transcript-editor/shared/2QiLSJMfcrIT-0sDDkor6py0eSU0X06VWGaZfvu3JvIJe5bCBVaLFqlS6mR_tLEcFeaUwcCqNXoE1EcXaIElO7-sLDc?loadFrom=DocumentDeeplink&ts=991.55)):

Well, something that's really near and dear to me is I've become a huge fair housing evangelist and N a's resources are just unparalleled when it comes to not just having sort of academic course content about fair housing and what the law says, but rather, NAR took this really amazing step a few years ago of collaborating with a Mind Science Research Institute to develop a curriculum that focuses on the mind science behind implicit bias.

Speaker 1 ([17:07](https://www.rev.com/transcript-editor/shared/hscsXdd2H5aoknZg_TRLp9IL5GKRnMj5zxJZ4sKZWrHWawyd994gphXz-C8xmznUWEVmmDQq4REqUy4Je7KPSX0PfmQ?loadFrom=DocumentDeeplink&ts=1027.16)):

It happened to me, I was so bad because I'm thinking to myself, I know better and simply I asked one person three questions, another person five questions. Why didn't I ask both people the same amount of questions? And so you definitely have to look inward when you take that training. Christina, what about down in Florida?

Speaker 3 ([17:28](https://www.rev.com/transcript-editor/shared/yQkHQbyWyG6tgXdEoF2h5iOjBIcGnTjslEf_KP92KmOBTqSq7tegw20s5j4NH_A2V1xx3KQWCoOgZxFz0WDVz3UMoVQ?loadFrom=DocumentDeeplink&ts=1048.49)):

I would agree with Matt that the fair housing bias override and at home with diversity have to be some of the top tier training that we have at National Association of REALTORS® and how it does help separate our agents from others and truly understanding their unconscious bias. Even here in a, where we always say, we come from a very diverse city, how could we have these things? And we service so many diverse customers and we have all, and yet still to watch many of our agents go through those courses and realize they’re—they're potentially just asking not enough questions of everybody and not treating everyone fairly I think is so important. Additionally, the Center for Financial Wellness, we are a family-owned company. We have been around for close to a hundred years next year, and the saddest thing to me has been to help families bury real estate agents who have been with us for 30 years and made incredible livings, and yet were unable to invest correctly, to be able to live their best life to the end.

([18:40](https://www.rev.com/transcript-editor/shared/rYoqaJnaWAoPS62NJLrO9SoX73Ymodv6EMV8V4ME90LSNxR6_lgD4s8LQ2MOLbftRHPmf0wM-9VIefL4Wgrm_5CIv2I?loadFrom=DocumentDeeplink&ts=1120.26)):

And so we have truly embraced that Center for Financial Wellness program to launch throughout all of our real estate agents. As new members come in and as new agents come in, they all want that financial freedom and peace, and yet we all feel we got into real estate to make a lot of money and had a lot of freedom, and yet we feel we have to work until we die because we don't know how to manage our money properly. We don't know where to invest or how or the best ways to do it. And so our company has tied a lot of our company programs into that financial wellness program. And then it helps change their mindset on how to approach customers and consumers because consumers ultimately are investing in real estate to get that financial freedom as well and to believe it's something they're going to pass on to their kids and how do we help them invest appropriately. The last piece, that one that changed our game back in oh eight and oh nine was the, and I'm going to say the whole name, which is the broker price opinion resource, and that was a game changer for us in 2008, 2009. We saw some of that of BPOs, the broker price opinions being requested from banks, come back a little bit through the COVID era.

Speaker 1 ([19:52](https://www.rev.com/transcript-editor/shared/gMcwsSIeKbsgTW4j6SbXlGd229OUSfSg78Ve1_aLjHR-1GdEB4moj-atqOncZrmmn-TbONKoyEB8DgCGuyIkpNjHojI?loadFrom=DocumentDeeplink&ts=1192.05)):

Last question. How would you say members can effectively showcase the value of working with an agent who is a REALTOR®? Christina?

Speaker 3 ([20:01](https://www.rev.com/transcript-editor/shared/V8tjeNz14F6edd20QAt642S5Wu1Zkp2DaFEJerYNGtMeN4PACSlbZ-jsLF4K9v3E4X1el9_ewlIjquXx5NhpjKPwXkQ?loadFrom=DocumentDeeplink&ts=1201.8)):

So I think many of the education and resources and tools that we mentioned today can help our agents effectively communicate. I think one of the most important thing is what Matt started with today, which is I am held to a code of ethics and I adhere to that and repeat that adherence. It's not something and not an oath I take and not something that I look at right when I joined National Association of REALTORS® and then throw it away. And I think if a consumer wants somebody at the highest level of their game, that's the best way to convey to them how you are going to get the best of the best when you are a member of the National Association of REALTORS®. Alternatively, I also feel we do this with new agents coming into the business and looking at joining a company that's a part of National Association of REALTORS® and one that's not, and I am able to effectively show them their REALTOR® property resource.

([20:59](https://www.rev.com/transcript-editor/shared/B4i45AZb4WF4jfOuivW0hf04b8TI7E2QE3jlosSiMvZ0iO8ZkSgCw-c2eM7OvUl8I1p3Bl71aTzc-RIIpE8Ofyusp6U?loadFrom=DocumentDeeplink&ts=1259.26)):

One of the ones I hadn't talked about actually is all the safety resources that our National Association of REALTORS® have. Anybody actually coming into the business that wants to feel safe in the way they practice. NAR has so many resources on ways to do that, best practices, tips, and different ways to make sure that they do feel safe. And so just having our brokerage be a member of National Association of REALTORS® helps me up my gain in recruiting agents and being able to show them the tools, the resources, the additional training that I believe it actually differentiates us and our business as well.

Speaker 1 ([21:34](https://www.rev.com/transcript-editor/shared/tDbHfbZ7YaIENhVB2C0Bhf5DXeFTdGGT32-6vhmEGPYMFW4o1gPXY1Lig1QMP8yNrc3JiFPUblsn90IBbOkWT_g_j9Y?loadFrom=DocumentDeeplink&ts=1294.84)):

Thank you, Matt.

Speaker 2 ([21:37](https://www.rev.com/transcript-editor/shared/PdxiYTUhiefoCE910xYV5cp10laY-Ju0kuWxDih60gAH4ILhu6IuWIOwMoub9hRIcyo8VUKO3D-RewSW_vlHjwnmOeE?loadFrom=DocumentDeeplink&ts=1297.87)):

There's an old adage in our industry that's also backed up with empirical evidence, which is the more you learn, the more you earn. And one of the best showcases is get those NAR recognized designations and certifications. Certifications like at home with diversity, you pay once and you've got it forever designations you have to pay for on an ongoing basis. However, however, the reason to continue paying that renewal bill every year is related to what Christina was talking about. You're going to continue to get a constant flow of updated new information so that it doesn't get, it's not something you learn once and then allow it to collect dust on a shelf and allow your skills to become obsolete. So when I look at the way to competitively market yourself with an advantage over your peers, by all means don't just load up your business card with alphabet soup, explain what those designations are and why that makes you a better choice for actually being able to service the needs and protect the interests of public and of your clientele. But NAR recognized designations, most of which in most jurisdictions also can be used for CE are a huge competitive advantage.

Speaker 1 ([22:57](https://www.rev.com/transcript-editor/shared/yUbdeILfJsGf1-V6h84GKsd3JnaH0EgTxDyfpPhK7VppD1IXOoo2eM4B0x4HaUq6Dajx4iEe-p-UNzZfBsVuXCvF6wg?loadFrom=DocumentDeeplink&ts=1377.43)):

Definitely. I want to thank both of you for your time today and to our audience, thank you for tuning in.

Speaker 2 ([23:05](https://www.rev.com/transcript-editor/shared/PBY_dM3s_IaeLXBrt3hDD61VojJ2UhNwM7ogRppC57BuL_07CRYSMIcjm_ZCjkfGjH4gc9rbKZW132wI_bD6mOCRhGU?loadFrom=DocumentDeeplink&ts=1385.68)):

Thanks for having us, Marki. It's been a blast.

Speaker 3 ([23:07](https://www.rev.com/transcript-editor/shared/SE2_HF21IQ1u0ZjBcjCAxFklR0vjU8EOdUmKj1qeFypxuKq6dP7WImTIrh2yXCBs1aRBex22aVn2eMQcAjJWRppkUYk?loadFrom=DocumentDeeplink&ts=1387.81)):

Thank you, Marki.

Speaker 1

Thank you, Matt. Honored to be alongside of you two today.

Speaker 1 ([23:12](https://www.rev.com/transcript-editor/shared/79NXw0LJMxP6gS4aIksytMV5xgIpj9D8cWG5x2iUaeKqmZAiMlfAxGz1KM5mOIJGuCPde5Oe4_btrs47Y2ee3cC2sJU?loadFrom=DocumentDeeplink&ts=1392.52)):

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