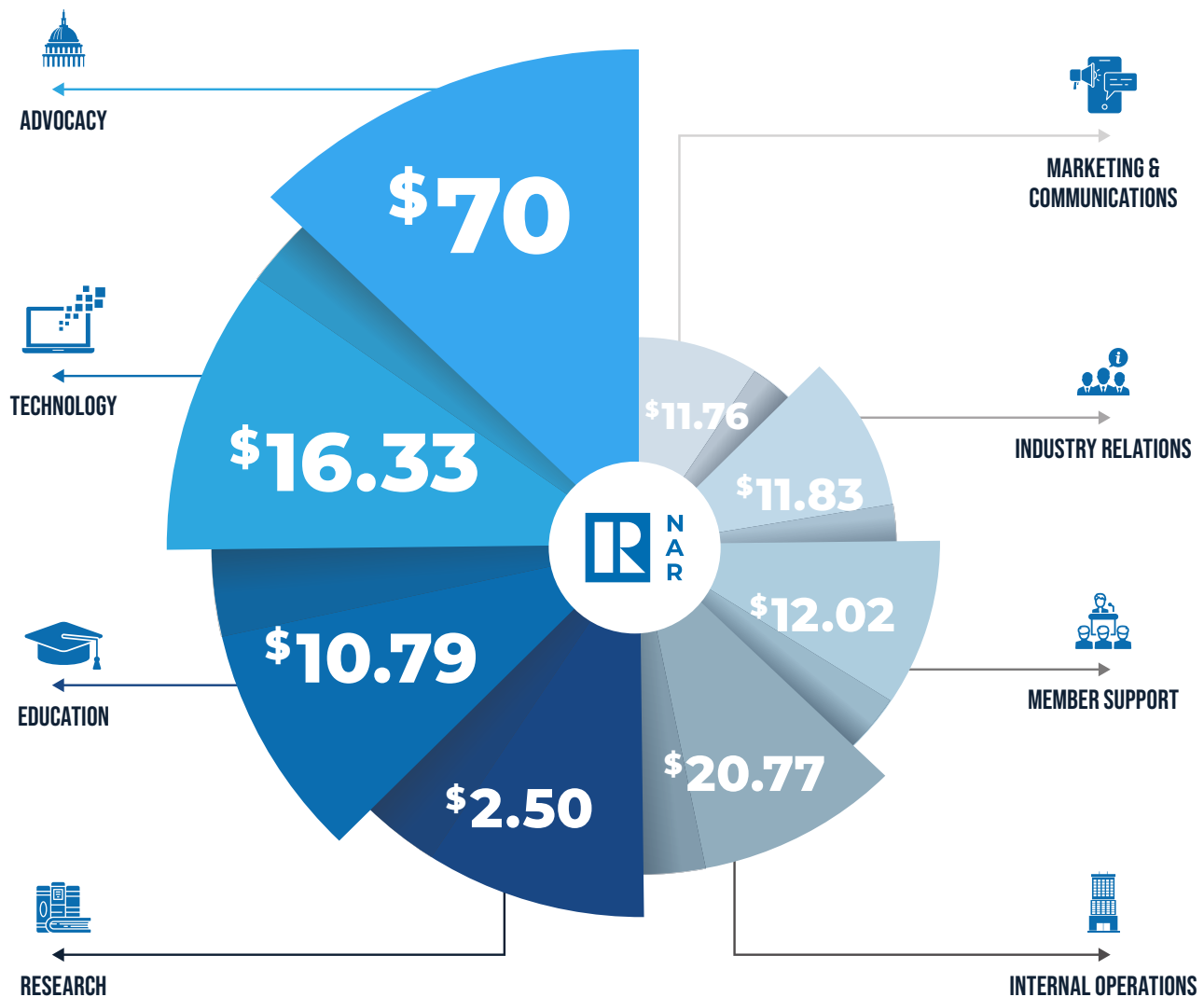




NATIONAL
ASSOCIATION OF
REALTORS®

THE POWER OF YOUR DUES



2026 PROGRAMMATIC DUES ALLOCATIONS ARE SUBJECT TO CHANGE PER NAR'S BUDGETING PROCESS AND FINANCE COMMITTEE OVERSIGHT.

REALTORS® are members of the National Association of REALTORS®

YOUR

REALTOR® ROI



ADVOCACY: Rely on powerful advocacy that puts you and your clients first. From promoting pro-real estate policies to defending property rights and backing REALTOR® champions nationwide, NAR ensures your interests are protected—so you can focus on serving your clients while we advance legislation that strengthens your business.



TECHNOLOGY: Future-proof your business with NAR's cutting-edge tools, innovative member savings, expert insights and exclusive data through resources like Realtors Property Resource® (RPR®). And by investing in REACH—real estate's premier tech accelerator—NAR delivers vetted tech that digitizes pain points, cuts costs and helps strengthen your business from end-to-end.



EDUCATION: Accelerate your career with NAR's industry-leading certifications, designations, courses and events—connecting you with industry experts and high-impact resources to help you sharpen your skills, expand your network, move into new markets and land your next big deal.



RESEARCH: Gain a competitive edge and position yourself as a trusted market expert with NAR's in-depth research, comprehensive analysis and hundreds of authoritative, client-ready reports to keep you informed and market ready.



MARKETING & COMMUNICATIONS: Stay ahead with breaking news, real-time information and curated content—shaped by your interests—with a member-first mindset that helps you leverage the REALTOR® brand, the consumer ad campaign and tools to elevate your credibility and showcase your value.



INDUSTRY RELATIONS: Access seamless support at the local, state and national levels through NAR's three-way agreement—strengthening your voice, deepening your industry connections and delivering the resources and legal guidance to protect your business and amplify your impact.



MEMBER SUPPORT: Benefit from expert guidance, timely information and essential resources delivered by NAR's dedicated staff and volunteer leadership team—enhancing your member experience and supporting the leadership, strategy and services that help drive your business success.



INTERNAL OPERATIONS: See your dues in action supporting the infrastructure, staff and systems that keep NAR running efficiently—enabling us to deliver the expertise and exceptional member services you depend on.



**FIND OUT HOW IT PAYS TO BELONG TO
NAR AT nar.realtor/membership**