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VIRTUAL REALTOR® BROKER SUMMIT OUTLINE

For State and Local Associations

GOAL

- Build and enhance relationships with broker members

OBJECTIVES

- Connect broker members to tangible resources to support their business
- Communicate association value in ongoing business management and development
- Establish open line of communication between broker members and key NAR and state and local association staff

AGENDA

Association Executives should use the below agenda as a thought starter to develop an agenda that best meets the needs of their unique broker member population. The length of these sessions can run from a one-hour panel conversation to a half-day event, and everything in between. Consideration of audience, topics, speaker availability and format (*in person vs. virtual*) will all influence final agendas. We recommend virtual events run around 90 minutes.

WELCOME – Association President

- Welcome attendees, share goals and agenda
- Perspective on broker relations to date and personal thoughts on how to move forward
- Brief point of view on state/local broker needs—the goal here is to make the audience seen, that you understand their needs

KEYNOTE

Determined case-by-case, but may include a representative from NAR, an elected official, business/entrepreneurship leader, etc.

MARKET UPDATE – Economist or other market analyst

- Overview of state/local conditions
- Insights into what these mean for brokers/the local industry
- NAR tools to stay up to date, glean insights

BROKER TOOLS AND TECHNOLOGY – TBD

RRR Review – Need to assess audience's current usage to determine how to approach this session

Higher comprehension/usage

- Review recent updates and top features

Lower comprehension/usage

- Tool introduction and purpose
- Top use cases
- Introduce top features
- Case study
- Direct towards resources to learn more

REACH COMPANIES

- Overview of program, benefits, etc.
- Case study to demonstrate value

ADVOCACY UPDATE – GAD or other similar senior role

- Advocacy structure to demonstrate the reach advocacy has
- Philosophy around state/local-led issues
- Case study of a win relevant to the audience
- Resources/contact information to leverage advocacy resources

ASSOCIATION UPDATE – AE

- Update on 2025 Strategic Plan
- Three-way agreement—operating rhythm with state/locals and NAR

PANEL – Mix of industry leaders moderated by an NAR leader

The panel should discuss broker issues with a varied set of perspectives. Best practice is to limit to three, max four panelists, plus a moderator. NAR strives to attend every broker summit and can offer a broker engagement leader to moderate or participate in this panel.

PANELIST OPTIONS:

- Top broker from a ‘mega’
- Top broker from a local or boutique
- Economist
- AE
- President
- GAD

CONNECTION OPPORTUNITIES

NETWORKING

Networking can work in a few different ways, depending on the size and makeup of your audience. Breaking the audience into groups fosters greater connection. Possible groups include:

- Brokerage size
- Brokerage role
- Discussion topic (*market trends, resources, etc.*).
- All attendees together (*at large events in addition to a breakout group*)

FEEDBACK SESSIONS

NAR would appreciate the opportunity to hear directly from your member brokers as part of our larger engagement strategy. These sessions can be facilitated in a variety of ways, including:

- Town Hall aspect with opportunity for all attendees to ask questions
- Pre- or post-meeting with key brokers as selected by host association
- Share the post-event survey with your attendees, or include these questions in your own survey to capture valuable insights and improve future events.