

NAR President's Liaisons Program Overview

Every year, the incoming President of the National Association of REALTORS® (NAR) appoints his or her Liaisons to foreign countries. The NAR President's Liaisons serve at the President's discretion for a term of one year, and may be re-appointed.

OBJECTIVES OF THE PRESIDENT'S LIAISONS

The NAR President's Liaisons and NAR's Commercial and Global Services have the same objectives:

- generate international business for U.S. REALTORS®;
- recruit International REALTORS®;
- promote the NAR's courses, certifications and designations in the country to which they are assigned, with particular emphasis on CIPS, which is the NAR's "flagship" designation for international real estate;
- encourage participation by foreign real estate professionals in the REALTORS® Conference & Expo.

President's Liaisons are the "eyes and ears" of the NAR in the country to which they are assigned.

They work to develop and maintain NAR's relationships with its bilateral partners ("Cooperating Associations"); they inform Cooperating Associations about NAR's events, courses, membership categories, certifications and designations; they incite Cooperating Associations to promote NAR's products and services to their members.

President's Liaisons should assess the ability and willingness of the NAR's Cooperating Association to work with the NAR toward the aforementioned objectives, and render their conclusions to NAR staff, Regional Coordinators and other stakeholders.

President's Liaisons should identify organizations and private companies located in the country to which they are assigned that could potentially collaborate with NAR to achieve its objectives and call the attention of NAR staff to these potential new partners.

TERMS AND CONDITIONS APPLYING TO PRESIDENT'S LIAISONS

- President's Liaisons are not empowered to officially represent the views and positions of the National Association of REALTORS®, except when specifically directed to do so by the NAR President.
- President's Liaisons are accountable to the NAR President. Generally, President's Liaisons communicate with the chair of the Global Business and Alliances Committee, **the Global Alliances Advisory Board** and/or the Global Alliances staff who communicate in turn and if necessary, with the NAR President.
- President's Liaisons are appointed by the NAR President for a term of one year. In many cases, it typically takes longer than one year to develop significant working relationships with international partners. With this in mind, consideration will be given to re-appointment where such action will tend to strengthen and intensify relationships. President's Liaisons shall not serve for more than five years.
- President's Liaisons shall serve on the Global Alliances Advisory Board during their term and as such are required to attend meetings of this Board. Appointments begin at the conclusion of the REALTORS® Annual Conference & Expo.

RESPONSIBILITIES OF THE PRESIDENT'S LIAISONS:

1. To the extent that participation in the Cooperating Association's annual meeting or convention can potentially help the NAR reach its aforementioned objectives, the President's Liaisons are encouraged to attend these events as a representative of the NAR.
2. When travelling to their assigned country on NAR business, President's Liaisons should devote time and effort to identify actors in real estate, other than the NAR Cooperating Association - notably master franchises, institutions of higher learning, exhibitions, property listing websites, professional networks and tour groups – and to meet with them to compare objectives. In doing so, President's Liaisons must keep in mind that any potential partner must apply a code of ethics compatible with that of the NAR.
3. The President's Liaison hosts the president, executive officer and/or delegation of the respective international Cooperating Association during the REALTORS® Annual Conference & Expo. This includes but is not limited to:
 - Attending a special meeting set up by NAR staff with the leaderships of the Cooperating Association and the NAR.
 - Participating in events organized by the Cooperating Association at the REALTORS® Conference and Expo.
 - Guiding and assisting the Cooperating Association's delegation to relevant meetings and social activities at the REALTORS® Conference and Expo.
4. President's Liaisons meet semi-annually at the REALTORS® Annual Conference & Expo (November) and the Midyear Meetings (May). President's Liaisons are urged to attend meetings of the Global Alliances Committee, especially at the November Conference and Expo when many foreign delegations are present. As official appointees of the NAR President, President's Liaisons are *required* to participate in the meetings of the Global Alliances Advisory Board. President's Liaisons who cannot attend this meeting must request to be excused. **Attendance by President's Liaisons at the meetings of the Global Alliances Advisory Board will be a determining factor in the travel grant application process.**
5. President's Liaisons communicate regularly with the Ambassador Associations assigned to the Cooperating Associations. In addition to serving as the liaison between the international partner and the NAR President, a President's Liaison serves as the link between the Cooperating Association and Ambassador Association.
6. President's Liaisons are required to submit annual reports documenting activities concerning the Cooperating Association throughout the year. If periodic reports are provided as a result of visits to the international partner country and/or other activities, an annual report may not be necessary.
7. NAR President's Liaisons may be asked to assist NAR staff in the event of a dispute or problem about a specific Bilateral Agreement or Memorandum of Understanding. This may require special meetings and/or conference calls to agree upon a course of action. President's Liaisons should be familiar with the terms of the partnership between NAR and the Cooperating Association.

PRESIDENT'S LIAISONS' MINIMUM EXPECTATIONS:

1. **Attend** all NAR Midyear Meetings and Annual Conventions and participate in all events pertinent to President's Liaisons, including the Global Alliances Advisory Board meeting.
2. **Host** a Cooperating Association's delegation at the REALTORS® Annual Conference & Expo and participate in meetings to which the Cooperating Association's leadership is invited. President's Liaisons are expected to contact the Cooperating Association's delegation in advance of their arrival to schedule a SPECIFIC meeting time to connect, review the NAR Convention schedule, answer questions, and help set up adjunct meetings. NAR staff will provide President's Liaisons with periodic lists of Cooperating Association registrants at the convention.
3. **Communicate** regularly with NAR Global Alliances staff throughout the year to discuss relevant aspects of the NAR/Cooperating Association relationship, including association leadership changes, country real estate market information, etc.
4. **Contact** Cooperating Association leadership periodically, and inform the Ambassador Association representative and the Regional Coordinator of news or updates. Coordinate communications, report problems with the partnership, and provide any necessary assistance.
5. **Encourage** the Cooperating Association to host education courses of the NAR and its affiliates.
6. **Submit** a detailed trip report and/or annual report on activities concerning the Cooperating Association to NAR Global Alliances staff.
7. **Assist** NAR in gathering information on the real estate market and business practices in the country to which they are assigned.
8. Read and understand any cooperation agreement signed by the NAR and partners in their assigned country and help the NAR implement said agreements, as requested.

PRESIDENT'S LIAISONS MAXIMUM EXPECTATIONS:

1. **All of the above, plus:**
2. **Organize** a trade mission to the Cooperating Association's country, or from that country to the U.S.
3. **Learn** about the real estate business and market in the assigned country and be prepared to share that information with interested NAR members.
4. **Network** with members of the Cooperating Association and create the foundation for a business network between the U.S. and that country.

PRESIDENT’S LIAISONS TRAVEL GRANT POLICY:

This policy is defined by two official NAR documents:

- “Travel Policy and Procedures for General Membership Traveling on behalf of the NAR”
- “NAR International Travel Grants”

Reimbursement for all or some portion of travel expenses may be provided following the submission of a travel grant application. These applications are considered semi-annually by a small member work group.

To be eligible for reimbursement, President’s Liaisons’ travel must take place IN THE COUNTRY TO WHICH THEY ARE ASSIGNED. Expenses for travel to regional real estate conferences and meetings in countries other than the assigned country are not eligible for reimbursement by NAR.

To receive reimbursement, travel must be pre-approved by the abovementioned member work group and the President’s Liaison must submit a trip report (guidelines are provided) and, if the Liaison taught a course on that trip, he or she must provide the curriculum from the course they taught in their assigned country.

Expenses are paid through reimbursement only; President’s Liaisons must use their own funds and then request reimbursement via NAR member expense report within 30 days of return. If President’s Liaisons fail to request approval prior to traveling abroad on behalf of NAR, there is no guarantee that expense reimbursements will be processed. Please note that travel stipend funds may not be used towards attendance at NAR national meetings.

NAR REGIONAL COORDINATORS

Regional Coordinators are also appointed annually by the NAR President.

There are five regions: 1) North America, Central America and the Caribbean; 2) South America; 3) Asia/Pacific; 4) Western Europe; and 5) Central/Eastern Europe. Each President’s Liaison serves within one of those regions, and Regional Coordinators oversee all President’s Liaisons.

President’s Liaisons can expect to meet with their Regional Coordinators at NAR meetings and should contact them with specific issues throughout the year.

NAR AMBASSADOR ASSOCIATIONS

The Ambassador Association program is loosely based on the international Sister-City programs: NAR appoints “partner” state and local REALTOR® associations to each of the foreign cooperating associations. The Ambassador Association works closely with President’s Liaison assigned to that country and NAR’s Regional Coordinator for that part of the world. The program also gives members of the Ambassador Association the opportunity to expand their global business networks and get involved in international real estate activities at the local or state level.

NAR’S MARKET-TO-MARKET PROGRAM

This is a program designed to assist REALTORS® worldwide who seek contacts, market information and statistics on a particular market. See the web page <http://www.realtor.org/global/market-to-market> that “points” REALTORS® to the international REALTOR® Directory, to a “toolbox” of useful contacts, and to extensive and detailed statistical information.

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