

## Own It Coin

66. Remember to express gratitude and say thank you.
67. Pass on your coins to others who "own it!"
68. Register and track your coins at [www.nar.realtor/gratitude](http://www.nar.realtor/gratitude).

## President Remarks

69. Ownership is not just an action; it's an attitude.
70. Determining what's next for our associations and for our industry is not an easy task; difficult decisions need to be made.
71. It's ok to feel overwhelmed.
72. Let's own the opportunities, the hardships, and the challenges ahead.
73. 323 million Americans rely on REALTORS® to protect their ability to fulfill the American Dream of property ownership.
74. We are surrounded by people who want to help. None of us should lead alone; our best work is the product of tremendous collaboration.
75. "Each generation goes further than the generation preceding it because it stands on the shoulders of that generation. You will have opportunities beyond anything we've ever known."-Ronald Reagan
76. As leaders, it is our job to move past criticism and towards ownership.
77. The best leaders are those who are able to bring out the best in others.
78. Leadership will take you to places you probably never imagined.
79. "Do the one thing you think you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire. This is your moment. Now Own it!"- Oprah Winfrey
80. Use #REALTORSOwnIt to share your Own It moments throughout the year.

## CEO Remarks

81. We will strengthen our communication with members, highlighting the value proposition of our local, state and national associations.
82. Let's take our message on the road. Let's engage members in their own communities.
83. Communication is a two way street, and I am committed to remaining connected and accessible to our membership.
84. Let's see what the network effect can have on our organization to improve engagement and to open the lines of communication between staff and members.

## CEO Remarks (continued)

85. I invite you to join my network on Linked In, and to follow the NAR CEO page on Facebook.
86. We need to position ourselves to be competitive in the future.
87. We need to capitalize on what we do well.
88. The threat of disintermediation of our members is real.
89. NAR must be in the forefront of technology and business solutions to protect our members.
90. Greater emphasis must be made to harness and expand the REALTOR®/NAR relationship with consumers.
91. "You were born with two ears and one mouth for a reason." -Epictetus
92. NAR's core purpose is to help our members become more profitable and successful.
93. To accomplish our mission and to remain the industry's authority, we must think and act differently.
94. "Baby we were born to run." - Bruce Springsteen

## Keynote Speakers

95. Whatever your situation, you probably have challenges that you would like to effectively destroy - Cleared Hot.
96. You have permission to engage.
97. Digital technologies have revolutionized relationships - and leadership is no exception.
98. To be truly engaged, effective leaders must harness the power of digital communications and branding, rather than remain on the sidelines.
99. When you want to succeed as bad as you want to breathe...
100. It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change - Charles Darwin



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# 2018 LEADERSHIP SUMMIT

## Program Takeaways



## Workshops

1. Robert's Rules of Order Cheat Sheet: <https://www.nar.realtor/national-leadership/roberts-rules>
2. State & Local Leadership webpage (<https://www.nar.realtor/state-and-local-volunteer-leaders>) has valuable information including: Role and Responsibility Resources, Core Standard Resources, and CEO Evaluation Resources.
3. To have an event your members want to attend: hook participants from the start, engage all the senses, change it up, keep them from drifting and wrap up with power.
4. Reinforce community knowledge with data.
5. Create reports that detail activity within a specified geography using demographics, psychographics and consumer spending data.
6. Contribute supportive statistics that lead to stronger economies and stable pricing for REALTORS®.
7. Access data any time, any place with help of the RPR Mobile™ app.

## 118% for Success in 2018

8. Understand and do your part as a leader to communicate NAR's 2018 Strategic Priorities.
9. Define measurable increases in Professionalism.
10. Increase influence in an uncertain legislative, regulatory and political environment.
11. Take the management of real estate data to the next level.
12. Ensure the role of the REALTOR® is essential to the consumer.
13. Start now to develop 4 personal goals for 2018.
14. Start now to develop, with your leadership team, 4 priorities, specific to your local or state Association, for 2018.
15. Get to know your leadership partner better and find out about their personal work and communication styles.

## 118% for Success in 2018 (continued)

16. Association Presidents: The Association Executive is a valuable resource and coach: get to know them!
17. Association Presidents: Your year will fly by. Take time before your year begins to discuss and plan 2018 with your entire Leadership Team.
18. Enjoy the ride!

## REALTOR® Party Vote, Act, Invest

19. Promote our texting program, REALTOR® Party Mobile Alerts, to your members/colleagues.
20. Promote the Broker Involvement Program to Brokers in your local or state association.
21. Promote NAR grant programs in your associations for assistance with fundraising events.
22. Create a strategic fundraising plan to target and solicit new RPAC investors and increase investment levels with existing RPAC investors.
23. Collaborate with community stakeholders to address homelessness issues.
24. Identify state and local real estate trends.
25. Elect REALTORS® to public office at all levels of government.
26. Educate voters on property right issues at the ballot box.
27. Share your association's advocacy photos and success stories on social media using the hashtag #realtorparty.
28. Achieve the Core Standards by using REALTOR® Party programs.

## The 50th Anniversary of the Fair Housing Act

29. Fair Housing makes U.S. Stronger.
30. We acknowledge our past: opposition to fair housing, support for racial segregation, and exclusion of members based on gender and race.
31. We recognize those, like African American brokers who formed the National Association of Real Estate Brokers, who challenged our opposition and led to changes in the law and in our policy.
32. Our work is not finished, fair housing issues remain in our communities and nation and far too many of our members confront discrimination even today.
33. We seek to broaden and enhance the Act to protect all Americans by seeking changes in the Fair Housing Act to prohibit discrimination based on sexual orientation and gender identity.
34. We encourage you at your state and local associations to join us in a yearlong campaign to raise awareness and create action.

## The 50th Anniversary of the Fair Housing Act (continued)

35. We include diversity and welcome the partnership with WCR, NAREB, NAHREP, AREA, and other real estate organizations in this commemoration.
36. We will host an industry wide gathering at the 2018 REALTORS® Legislative Meetings with a reception at the National Museum of African American History and Culture.
37. We will raise, examine and, if necessary, take action on complicated issues related to fair housing, like schools, gentrification, and healthy communities.
38. The Fair Housing Act was enacted on April 11, 1968. Information on NAR's Commemoration will be updated regularly on [www.fairhousing.realtor](http://www.fairhousing.realtor).

## Owning NAR's Research, Legal Guidance and Legislative Insights

39. Most popular survey product members can use - Profile of Home Buyers and Sellers
40. Profile of Home Buyers and Sellers contains information on demographic changes and the environment buyers and sellers actually enter into along with their perceptions on working with buyer and seller agents.
41. Survey group releases 50 other surveys over the course of a year at [www.nar.realtor/research-and-statistics](http://www.nar.realtor/research-and-statistics)
42. Register for the September 19th National Cybersecurity Webinar - more details coming soon.
43. Share with your consumers the General Counsel's Buyer Alert Video.
44. Subscribe to the NAR YouTube Channel for the monthly risk management videos - Window to the Law.
45. Use Legal Action Program Funding and amicus support for cases presenting issues of importance to the real estate industry (e.g., private property rights, disclosure, RESPA, antitrust, arbitration, and many others).
46. Number One Legislative Priority: National Flood Insurance Program
47. Number Two Legislative Priority: Tax Reform
48. Stay Informed on Legislative Issues at [www.nar.realtor/political-advocacy](http://www.nar.realtor/political-advocacy), [www.facebook.com/nargovernmentaffairs/](http://www.facebook.com/nargovernmentaffairs/), Official Twitter Handle: @NARGovtAffairs

## Social Leadership

49. Online and off, trust is the key leadership competency of the new global economy and real estate is no different. When you're engaging with members, is your message trustworthy?

## Social Leadership (continued)

50. Stop explaining your "why" because if you do, you're losing. Social media use is indicative of modern comms: people think in 140 characters or less in consistent, short, quick, visual bursts of information. Get to the point and SHOW value.
51. Earning trust now means nimbleness later. The road to trust is a continual journey but once earned, nimble decision making can happen. Ensure that each message you create online are little nuggets of knowledge that facilitate change.
52. Your message must cut through the noise consistently and transparently. We don't have "millennial issues," we have attention span issues when communicating with our colleagues. Think clickbait early and often.
53. Walk the walk and lead by example in your tribe. It's impossible to deploy a message to all the "tribes." Do you have broker, agent, social media thought leader and YPN influencers to help carry the water for your message? Find them.
54. Curate a "Stop-Explaining-and- Get-to-the-Point" culture that's reflected online. People act based on what they see online. Get to the value point and get people to look forward to your next event, CTA or message.
55. Exhibit character, competence and confidence in your engagement with members back home. For every one pic you take at a dinner or get together here, take 10 exhibiting what you're learning and why it's important for members back home.
56. Humanize and make issues matter for local audiences with personal stories. Personal experiences have a tone that make social media use relevant. Connect everything you learn with something that matters to a local buyer and seller, or your colleagues back home.
57. In sales, leadership and engagement we are an offline business. The real work gets done offline. Is what you're messaging earning the time away from one's business?
58. Go beyond social media. Create a pathway for action, offline. Compel people offline. It's the only way to spur evolution in this business.

## The Intangible Skills of Great Leaders

59. Top CEOs have special skills that enable them to operate at much higher levels.
60. CEO skills fall into two categories: tangible and intangible.
61. Competent CEOs have tangible skills.
62. Outstanding CEOs have intangible skills.
63. Research has revealed the 10 intangible skills of highly successful CEOs.
64. The 10 skills are defined, including CEO style and method of delivery.
65. The intangible skills define great leaders - staff or volunteer.