



National Association of REALTORS®

GLOBAL ACHIEVEMENT PROGRAM

Thank you for your interest in joining the country's leading REALTOR® associations in bringing global business awareness to your members. The **Global Achievement Program** is designed to recognize and reward the most active associations by providing additional benefits, as outlined below.

How it works:

- Application materials are due on **Friday, September 14, 2018**. Send the following questionnaire and any supplemental materials, including news clippings, promotional brochures or examples of advertising to globalcouncils@realtors.org. *(Supplemental materials are optional.)*
- Associations will be divided into four status classifications (Silver, Gold, Platinum or Diamond) based on their activity during 2018.
- An association need not meet every criterion listed for a given status level if size or demographics prevent it from doing so.
- Associations' status will be announced annually at the REALTORS® Conference & Expo, and is good for one year.
- Associations are not guaranteed to retain status from year to year. Each council must apply annually and continue to meet or exceed the criteria of a given status level in order to maintain it. Diamond Councils retain their status with biennial reviews of their programs and must continue to meet or exceed the criteria in order to maintain the status.

Associations are evaluated in five focus areas: Business Plan, Marketing & Communication, Events/Education, Outreach, and Benchmarking.

National Association of REALTORS® GLOBAL ACHIEVEMENT PROGRAM



ACHIEVEMENT PROGRAM CLASSIFICATION GUIDE

Participating associations are entitled to the following benefits:



SILVER COUNCIL

Electronic badge for display on website and in other council materials/publications

Acknowledgment on nar.realtor

Acknowledgment on signage at NAR Global meetings at the REALTORS® Conference & Expo



GOLD COUNCIL

Electronic badge for display on website and in other council materials/publications

Acknowledgment on nar.realtor

Acknowledgment on signage at NAR Global meetings at the REALTORS® Conference & Expo

Acknowledgment on CIPS and NAR Global's Facebook and Twitter sites



PLATINUM COUNCIL

Electronic badge for display on website and in other council materials/publications

Acknowledgment on nar.realtor

Acknowledgment on signage at NAR Global meetings at the REALTORS® Conference & Expo

Acknowledgment on CIPS and NAR Global's Facebook and Twitter sites

Global Council chair and one staff person invited for a photo and champagne toast prior to International Night Out at the REALTORS® Conference & Expo, to receive the Platinum Council award

Association featured with a profile on nar.realtor/global

Press release created by NAR for Council's distribution to media outlets



DIAMOND COUNCIL*

Electronic badge for display on website and in other council materials/publications

Acknowledgment on nar.realtor

Acknowledgment on signage at NAR Global meetings at the REALTORS® Conference & Expo

Acknowledgment on CIPS and NAR Global's Facebook and Twitter sites

Global Council chair and one staff person invited for a photo and champagne toast prior to International Night Out at the REALTORS® Conference & Expo, to receive the Platinum Council award

Association featured with a profile on nar.realtor/global

Press release created by NAR for Council's distribution to media outlets

Recognition at International Night Out

*Global Councils must have achieved Platinum status for 5 consecutive years and then apply for the achievement program in their 6th year and meet all criteria for Platinum status in order to receive Diamond.



Global Association Profile

ASSOCIATION NAME

GLOBAL BUSINESS COUNCIL NAME *(if different from above)*

CITY

STATE

ZIP

PHONE

GLOBAL COUNCIL SIZE

ASSOCIATION TOTAL SIZE (MEMBERS)

ASSOCIATION EXECUTIVE (AE)

GLOBAL BUSINESS COUNCIL STAFF LIAISON *(if different from above)*

STAFF LIAISON PHONE

STAFF LIAISON E-MAIL

2018 COUNCIL CHAIR

COUNCIL CHAIR E-MAIL

Official Request for Participation in the National Association of REALTORS® GLOBAL ACHIEVEMENT PROGRAM

Please save and email application to globalcouncils@realtors.org.

_____ (name of association) hereby requests that our global business council or committee participate in the National Association of REALTORS® Global Achievement Program.

Signed,

ASSOCIATION EXECUTIVE OR STAFF LIAISON TO GLOBAL BUSINESS COUNCIL

DATE

Please print your name and title: _____



BUSINESS PLAN

1. In the past year, has your association surveyed the general membership to gauge their experience with and awareness of global real estate?

Yes No

If yes, what were the main takeaways? If no, when was the last survey with global questions?

2. List the goals your global group had for 2018.

3. What is the name and composition of your global group (council/network/committee)? Does it offer open membership or are there elected positions? Please explain below.

4. Since the formation of your group, have you changed the name or composition to better fit the needs of your group?

Yes No

If yes, please explain.

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BUSINESS PLAN *(continued)*

5. What is the Mission Statement of your global group?

6. Does your global group have its own logo?

Yes No

If yes, please provide supplemental materials showing that logo/brand.

7. In what ways and to which particular groups has your global group recruited new members in 2018?

8. What is your global group's current platform for maintaining contact information for those members that belong to the group or those who are interested in receiving global information?

9. In 2018, did your global group have a dedicated staff member or team who spent at least part of their time working on support of global projects and programs?

Yes No

If yes, please describe the staff liaison position, and how much of their time is dedicated to global programming?



MARKETING & COMMUNICATION

1. Does your global group produce its own communications such as email updates, newsletters, and magazine articles?

- Yes No

If yes, please provide examples.

2. Who is the target audience for the global communication pieces? Select all that apply and list the group size in the box below.

- Entire association membership Global group only External audience Other, please explain.

3. In 2018, how often did you communicate with your global group?

- Daily Weekly Monthly Bi-Monthly Quarterly Annually

4. In 2018, what communications platforms did you use? Check all that apply. Please provide samples/examples of emails, social media screenshots, blog posts, etc.

- Email/e-newsletters Social media Blogs Videos
 External Communication (press releases, ad placement, etc.) Articles in association-wide magazine/publication
 Other, please specify.

5. What is your global group's website address? Please provide the URL below.

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MARKETING & COMMUNICATION *(continued)*

6. What type of information do you provide to your members?

- Calendar of events
- Globally themed news articles from NAR Global such as *Global Perspectives* or *The Global View Blog*
- Directory of global members
- Globally themed articles from external sources
- List/contacts of allied professionals
- Legal, political and policy issues impacting international business
- NAR Research
- Case studies/testimonials from members
- U.S. Government Data
- Other - please specify.

7. Has your global group developed print or online promotional/advertising materials on behalf of your members or local market for distribution at local, state, national or international conferences/events or for distribution to non-real estate partners?

- Yes No

If yes, please explain below and provide a sample.

8. Does your global staff member or volunteer leadership share information about your global activities with NAR Global staff?

- Yes No

9. In 2018, did your group or association collect data - either MLS or member surveys - on local or state level foreign direct investment and/or international real estate purchases?

- Yes No

If yes, please explain what is collected, how it is collected and how your council uses that information.

10. Are there other ways that you communicated with your group this past year? If so, please explain.



EVENTS/EDUCATION

1. In 2018, did your global group host or co-host one or more of the following events?

- Global Networking (social) event CIPS Course/Institute
- Global Education Session (lecture, panel, etc.) AHWD Course
- Global Day/Symposium Local 'field trips' (world trade centers, consulates, airports/seaports, etc.)

For any of the above selected events, please use this space to provide details on the date, location, topic and any other details you find relevant to share:

2. In 2018, did your association host or sponsor a Trade Mission (inbound or outbound)?

- Yes No

If yes, please provide details on the Trade Mission (countries involved, date, number of attendees, and what meetings/property tours occurred, etc.).

If no, did any member participate in another inbound or outbound trade mission sponsored through another group?

- Yes No

If yes, which member and which group?

3. In 2018, did at least one group or association representative attend one or more overseas conventions or meetings?

- MIPIM AMPI FIABCI REALTOR® QUEST International Real Estate Conference Other meeting

Please provide the name of the attendee at the above selected meeting.

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EVENTS/EDUCATION *(continued)*

4. In 2018, did your global group have a budget?

- Yes No

If yes, what was that budget amount?

5. In 2018, did you have any of the following sponsors participate in your global group's activities or events?

- | | |
|--|---|
| <input type="checkbox"/> Tax Professionals | <input type="checkbox"/> Lenders |
| <input type="checkbox"/> Immigration Attorneys | <input type="checkbox"/> Developers |
| <input type="checkbox"/> Chamber of Commerce/Economic Development Commission | <input type="checkbox"/> Other, please explain. |

6. How many association members hold the Certified International Property Specialist (CIPS) Designation?

7. Do any association staff members hold the CIPS Designation?

- Yes No

If yes, which staff members?

8. In 2018 did any staff or volunteer leaders attend the Global Programs for Associations course?

- Yes No

If yes, whom?



OUTREACH

1. In 2018, did your global group collaborate with any of the following to host globally themed programs, networking events and/or educational opportunities?

- Local/state real estate association
- Commercial Group
- WCR Chapter
- Diversity Group
- YPN Network
- Other, please explain.

2. Does your global group have a PR strategy/outreach plan for the local media outlets?

- Yes No

If yes, please provide detail on the strategy/outreach plan.

3. In 2018, which of the following media outlets did your group use to enhance your presence in the community? Please provide examples for each selection you have chosen below.

- Local reporter(s) invited to global events
- Radio ads
- Press releases submitted to local media outlets
- Other, please explain.
- Articles/stories in local media paper/website

4. Does your global group allow allied professionals who do not hold real estate licenses (such as developers, tax professionals, lenders, immigration attorneys, EDC/Chamber representatives) to be a part of the group?

- Yes No

If yes, how many belong to your group and what professions do they belong to?

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OUTREACH *(continued)*

5. Has your association reached out to any of the following groups and established a business relationship with them (you have a representative as part of their group or vice-versa):

- Economic Development Council Ethnic clubs (Sons of Italy, German American Club, Organization of Chinese Americans, etc.)
 Chamber of Commerce Other real estate organizations (AREAA, NAHREP, etc.)
 Embassies/Consulates

6. In 2018, has your global group contacted or invited any of the following to attend your global meetings/events?

- Mayor or Town/Village President Government Affairs Director/Federal Political Coordinator
 Member of Congress (state or national) None
 City Council member(s)

7. In 2018, how did your members benefit from these outreach efforts (such as sharing of information, data, research, referral exchange, etc.)? Please explain the global aspect of the outreach efforts (who was involved, what was the main takeaway).

8. Does any member of your group sit on a global business committee or forum at the state or national level?

- Yes No

If yes, which member and which committee/forum?

9. Did any member of your group attend NAR's Global Business Councils Forum at NAR's 2018 Legislative Meetings or the 2017 REALTORS® Conference and Expo?

- Yes No

If yes, which member and which meeting?

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OUTREACH *(continued)*

10. Does a member of your association serve as a President's Liaison for NAR?

Yes No

If yes, whom and which country are they the liaison to?

11. Is your association an Ambassador Association to one of NAR's Bilateral Partners?

Yes No

If yes, which partner?

12. Does your association have any Memorandums of Understanding (MOU) with any of NAR's bilateral partners?

Yes No

If yes, which ones?



BENCHMARKING

1. At the conclusion of the global events that you held in 2018, did you collect evaluations/feedback?

Yes No

If yes, what does your group do with that information?

2. In 2018, did your association have an awards program and if so, was there a global award given out?

Yes No

If yes, what was the award and who received it?

3. Please provide a testimonial from a member of your global group describing how your group has helped them achieve global success.

4. How will you measure the success of your global programs for 2018? What are your benchmarks?

5. Did you meet your goals for 2018?

Yes No

If not, what prevented you from reaching them?

6. How do you plan to build upon your 2018 accomplishments next year? What do you hope to achieve?



ADDITIONAL INFORMATION

Please use this space to provide any relevant information not included in the questionnaire.

To submit your application:

1. Save the PDF
2. Email the PDF and all additional attachments to:
globalcouncils@realtors.org