

Important Information to share with Members

.realtor™ Web and Email Address

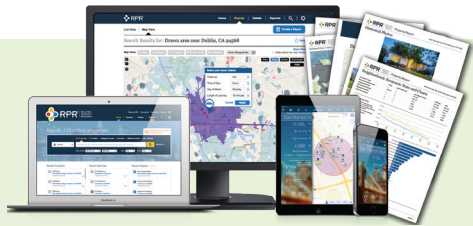
Help your members master their domain and maximize visibility with a .realtor™ web and email address. Exclusively for members, firms and boards, .realtor™ highlights your expertise in a way that a generic .com cannot. With easy-to-use tools, members can get a web address, email and website up and running fast. Members receive their first .realtor™ web address FREE for one year and can claim their FREE domain today at www.get.realtor/Orientation.

Leverage Your NAR Transaction Management Benefit

NAR's arrangement with zipLogix™ also benefits Associations, with significant savings for those that wish to make their forms available through zipLogix™. Maximize the value of this benefit by making your Association's State and Local forms libraries available through the zipForm® Plus software. By doing so, this will provide a streamlined solution to your members who will have one place to access your Association's forms while taking advantage of the valuable benefit provided to them by NAR. Email sales@zipform.com for information. www.ziplogix.com/NARBenefit

realtor.com® New Agent Success Tools

Engage with the latest tools and training specific to newly licensed REALTORS®. Includes tips for setting up your realtor.com® profile, downloads and classes focused on making your first year in real estate successful. www.hub.realtor.com/newagent



Introduce your new members to Realtors Property Resource® (RPR®), the nation's premier real estate data and reporting platform, offered exclusively to REALTORS®. RPR's innovative tools help REALTORS® succeed in every facet of business, from listing presentations and open houses to prospecting, buyer tours and even lead generation. Share this *What is RPR* video at your next new member orientation. blog.narrpr.com/what-is-rpr

The RPR Guide to Member Communications for Associations

Demonstrate the value of membership, enhance communications campaigns and promote professional development opportunities by way of on-demand video tutorials, shareable how-to articles and more. Learn how to leverage these ready-to-go resources by visiting the online guide. blog.narrpr.com/guide

Association Content Engagement (ACE)

Subscribe to ACE to receive fresh content for your member publications when you need it. Simply tell RPR your submission deadlines and how often you would like them to deliver editorial content. blog.narrpr.com/ace

Suggested New Member Orientation Timeline

Use the following schedule as a guide to help prepare your presentation. For half-day sessions, we've highlighted the most important subjects to cover.

8:00 am	Registration and refreshments	
8:15 am	Welcome, Introduction, Professionalism and Getting Started; 2018 New Member Orientation Video	
8:45 am	Speaker or guest; invite, for example, a top producer or local broker	
9:00 am	Professional Standards and Code of Ethics Review	
9:30 am	Discussion on REALTOR® Safety; Show Video	
10:00 am	Break	
10:30 am	Show NAR Videos on Antitrust or Fair Housing	
11:00 am	Legislative Affairs/Action in Washington	
11:30 am	Lunch	
12:30 pm	Committee Panel: RPAC, REALTOR® Party, Local Issues	
1:00 pm	MLS Information and Discussion on REALTOR.com® and Realtors Property Resource® (RPR®); Show the What Is RPR® Video	
1:30 pm	What Happens Next: Title Company, Home Inspector, Lender, Home Warranties, other relationships	
2:00 pm	Break	
2:15 pm	Success stories from REALTORS®	
2:45 pm	Community Outreach and Housing Opportunity Program	
3:15 pm	Resources From the REALTOR Benefits® Program and the REALTOR® Store www.NAR.realtor/RealtorBenefits www.NAR.realtor/Store	
3:30 pm	Discuss .realtor™ Web Addresses	
3:45 pm	Education, Designations and REALTOR® University	
4:15 pm	Review REALTOR® Trademark Usage and Promoting the REALTOR® Brand	
4:30 pm	Recite oath and adjourn	



Welcome New Members to the REALTOR® family with the



Orientation Toolkit!



Inside This Toolkit

Letter from the President

Dear Association Executive,

In this era of innovation, our industry is undergoing a period of rapid and game-changing transformation. No doubt, challenges are ahead of us. Therefore, REALTORS® must be ready, willing and able to OWN our roles and responsibilities, and to capitalize on progress to ensure 2018 brings tremendous opportunities.



As association leaders, we are tasked with helping all REALTORS® stay at the forefront of the real estate industry and remain essential to consumers. The NATIONAL ASSOCIATION OF REALTORS® strives to provide REALTORS® and REALTOR® Associations with up-to-date resources to achieve this goal.

As we welcome new members into our REALTOR® community, we ask for your help in introducing and educating them about the many benefits available through their Local, State and National Associations. Working together, we can provide REALTORS® with the foundation needed to achieve and maintain success in this quickly evolving industry.

Let's plan for the future but act in the moment. Let's Own It!

Elizabeth J. Mendenhall

Elizabeth Mendenhall
2018 NAR President
NATIONAL ASSOCIATION OF REALTORS®



REALTOR® Pins

Each Association receives a quantity of residential (and commercial, if applicable) REALTOR® pins in the shipping box to provide to new members. Order additional pins at 1-888-750-3343 or visit www.NewMemberPins.realtor.



The content of this brochure and the following resources can be found at www.NAR.realtor/Orientation.

Videos and NAR Orientation Materials Online

Including the updated 2018 New Member Orientation video — play during orientation. View NAR Orientation materials, including a suggested timeline for full-day and half-day orientations at www.NAR.realtor/Orientation. Please contact Breanne Gingerich at bgingerich@realtors.org if you have any questions.

Online Orientation Option

NAR has created an online orientation module for those Associations seeking this delivery method, as well as the ability to customize the program for your Association. Discount pricing was negotiated with Center for REALTOR® Development course provider Learning Library, Inc. Visit www.NAR.realtor/Orientation for more information and pricing for development of the module.

Orientation Videos Online

UPDATED! 2018 NAR New Member Orientation (23 min.)

Familiarize your members with all aspects of their National Association and help them understand the many benefits of membership and resources they receive at the National level. **View all of these videos online at** www.NAR.realtor/Orientation/2018-new-member-orientation-video.

A Pathway to Professional Conduct: Respect Starts Here (10 min.)

Reinforce to new and existing members what it means to conduct business with the utmost respect. The companion brochure of the same name (Item #135-85) is also available.

REALTOR® Safety (9 min.)

Share steps members can take to stay safe at home, in the office, on the road and with clients.

Make Our Marks Remarkable (3 min.)

This entertaining video explains how members can and can't use the REALTOR® mark. See **Resources for Orientation panel** for more on using the REALTOR® trademark.

What is Realtors Property Resource®? (2 min.)

RPR® is the perfect mix of in-depth property and market-trend data, powerful analytics and client-friendly reports—available anytime, anywhere.

REALTOR® Party New Member Orientation (2 min.)

This video gives members a quick snapshot of how political advocacy and community outreach affect their business.

Resources for Orientation

REALTOR® Trademark

As one of the strongest and most recognized brands in the world, be sure to communicate to new members the importance of the REALTOR® brand and how to use it properly to ensure maximum value with the public. It is a key differentiator since only members are authorized to use the term “REALTOR®” or the REALTOR® logo in connection with their real estate business. To protect it, we need to ensure that “REALTOR®” continues to mean a member of NAR and not just any real estate agent. To easily communicate this issue, the three-minute *Make Our Marks Remarkable* video, seen at www.NAR.realtor/Orientation/2018-new-member-orientation-video, and the *On Your Mark* brochure (Item #126-181) is available for purchase at the REALTOR® Store. www.NAR.realtor/Trademark | www.NAR.realtor/Store



Code of Ethics Training and Orientation

All REALTOR® Associations are required to offer 2.5 hours of Code of Ethics training for applicants and existing REALTOR® members. At orientation, individuals will review the Code, training requirements and set expectations. Plus, materials are available for purchase to help communicate the value of this training to your membership. Two online ethics training courses make completion easy by offering CE credit in several states or a customizable, interactive, non-CE training option. www.NAR.realtor/code-of-ethics/training



Association Resource Packet

The *Association Resource Packet*, which includes 100 copies each of the *Top Benefits of NAR Membership* brochure and the *NAR Education, Publications and REALTOR Benefits® Program Catalog*, is available for just \$15 (Item #135-29). Browse the REALTOR® Store for these and other materials to assist with your orientation. www.NAR.realtor/Store



Member Center and Membership Card

Members can access their personalized dashboard, order a member card and stay up to date on all the top benefits of membership on the Member Center. The Member Center reflects personal engagement at the National, State and Local Association levels, as well as one master calendar for all Association activity, personal development and training accomplishments, and connects to your committees and groups. Encourage your members to visit MemberCenter.NAR.realtor.



REALTOR® Party New Member Orientation

This supplemental video and PowerPoint combo complements the existing NAR Orientation Toolkit for Associations but focuses solely on the importance of “REALTOR® Party” advocacy and outreach for members and their businesses. These materials emphasize the direct correlation between advocating for their businesses by voting, acting and investing and their bottom line. www.realtorparty.com/newmember

