2019 CATALOG of MEMBER RESOURCES

MAXIMIZE YOUR MEMBER EXPERIENCE
WELCOME TO YOUR
2019
CATALOG of MEMBER RESOURCES!

The National Association of REALTORS® is America’s largest trade association, representing 1.3 million real estate professionals, including members of its affiliated institutes, societies, and councils. NAR members are involved in all aspects of the residential and commercial real estate industries.

NAR Mission

The core purpose of the National Association of REALTORS® is to help its members become more profitable and successful.

Whether you’re a new agent seeking support in all things real estate, an experienced broker searching for the answer to a client’s question, or somewhere in between, NAR has a wide array of resources for you.

NAR Vision

The National Association of REALTORS® strives to be the collective force influencing and shaping the real estate industry. It seeks to be the leading advocate of the right to own, use, and transfer real property; the acknowledged leader in developing standards for efficient, effective, and ethical real estate business practices; and valued by highly skilled real estate professionals and viewed by them as crucial to their success.

Through professional development, research, and the exchange of information with members, the public, and government, NAR also serves America’s property owners and supports preservation of the nation’s free enterprise system.

Visit nar.realtor, NAR’s flagship website where you can keep up on all the programs, services, and news from NAR.

Visit the “My Account” section of nar.realtor to access your personalized NAR membership card, manage your newsletter subscriptions, and update your profile.
GET EMPOWERED

The REALTOR® brand represents ethics and expertise.

Trademarks
Leverage the power of the REALTOR® brand to distinguish yourself with your clients and customers. By using the REALTOR® trademark properly, you ensure it remains one of the strongest brands in the world. nar.realtor/trademark

Code of Ethics
Adhering to the REALTORS® Code of Ethics — the cornerstone of the REALTOR® organization — is a distinguishing characteristic of your membership. Read NAR’s Code of Ethics and Standards of Practice, and access related resources and training. nar.realtor/COE

Professionalism
NAR has created a host of resources to help you ensure you’re conducting yourself professionally and with respect for property, the public, and your peers. Watch the short video or review the brochure. nar.realtor/professionalism

Consumer Advertising Campaign
NAR’s award-winning Consumer Advertising Campaign defines and distinguishes the REALTOR® brand and the value you bring to consumers as a result of the REALTOR® Code of Ethics. This campaign helps consumers understand that REALTORS® are real estate experts in their local communities who fight for real estate dreams and property rights. Watch and share the current consumer ad campaign with your clients and social network. ThatsWhoWeR.realtor

Commitment to Excellence
Commitment to Excellence (C2EX) is a cutting-edge, web-based program that empowers you to evaluate, enhance, and showcase your high level of professionalism, and leads to an endorsement from NAR that you can promote to colleagues, clients, and prospects. This is not a course or designation; it’s a life-long journey of professional growth.

Start by taking the self-assessment that measures your proficiency in 10 areas of professionalism, known as the C2EX Competencies. Based on your results, the platform will generate customized learning paths and provide resources to enhance your skills. Set yourself apart in an increasingly competitive market and stand out among the competition with C2EX. C2EX.realtor

Center for REALTOR® Financial Wellness
The Center for REALTOR® Financial Wellness helps you understand your financial planning options and prepare for the future, one step at a time. No matter where you are in your career or stage of financial planning, the Center has something for you — budgeting tools, retirement planning resources, information about investing in real estate, and more. Get started by evaluating your current financial profile with a quick and easy check-up. Then, receive personalized goals and practice financial decision-making with an online simulation.

Turn to the Center’s robust library to help answer dozens of common questions, such as how much commission you should save, how to calculate your business expenses, and how a second home can build wealth. financialwellness.realtor
REALTOR® Party
On Capitol Hill and in state houses and city halls nationwide, the REALTOR® Party supports candidates and advances public policies that protect homeownership, promote a vibrant business environment, and build strong communities through resources, tools, technical assistance, and grants to help create, implement, and sustain successful advocacy outreach programs.
realtorparty.realtor

2018 Achievements

- NAR lobbied hard for the new 20 percent deduction on qualified business income for pass-through business entities and sole proprietors.
- NAR ensured continued funding for the National Flood Insurance Program in 2018 and continued to push for long-term reauthorization and reform, including an increase in private insurance options.
- NAR also advocated for policies that would ensure a steady flow of mortgage capital, improve member access to affordable health plans, and much more.
- At the state and local level, NAR supported policies addressing issues such as rent control, short-term rental restrictions, property taxes, first-time homebuyer legislation, housing affordability, and sales tax on services.

Realtext
GET SUPPORTED
NAR protects your ability to do business.

REALTORS® Political Action Committee (RPAC)
RPAC is your best investment in real estate. It’s a nonpartisan way to advocate on behalf of REALTORS® and real estate issues and have a voice in the future of our industry.
realtorparty.realtor/RPAC

RPAC 50th Anniversary
For 50 years, RPAC has put REALTORS® at the table when real estate, finance, and tax policies are being discussed. Since 1969, REALTORS® have been leaders in advocating for their industry.
realtorparty.realtor/rpac50

Homeownership Matters
Homeownership Matters is an education and advocacy campaign committed to protecting the dream of homeownership. This initiative inspires homeowners to advocate for real estate, tax, and property policies that will protect homeownership now — and for generations to come.
homeownershipmatters.realtor

Sign up for REALTOR® Party Mobile Alerts!
Just text the word REALTORS to 30644. When a national or state legislative call for action is launched, you’ll get a short text message containing information on how to take action.
**Legal and Risk Management Resources**

NAR strives to keep members abreast of emerging risk management issues. Legal Affairs makes many resources available to members including the *Window to the Law* video series focusing on legal areas of risk impacting real estate professionals; hundreds of searchable legal case summaries; the *Legal Pulse*, a quarterly report analyzing legal areas of risk to real estate professionals; and many other educational materials.

NAR’s Legal Action Program provides financial assistance and amicus curiae support for litigation of significance to an association, including matters relevant to the practice of real estate, the operation of real estate associations, ownership and use of real estate, and private property rights.

[nar.realtor/legal](https://nar.realtor/legal)

**REALTOR® Safety Program**

The REALTOR® Safety Program originated from NAR’s commitment to keeping you safe on the job. The program provides extensive resources, including webinars, videos, articles, and checklists to help you establish safety protocols to use with every client, every time.

[nar.realtor/safety](https://nar.realtor/safety)

**Library & Resources**

As a REALTOR®, the resources of the largest real estate library collection in the world are available for you to access anytime. The NAR Library & Archives supports your education and professional development through its comprehensive collection of books, e-books, and audiobooks to download to your mobile devices, articles, business letter templates, and much more. Plus, NAR’s team of librarians can help you get the statistics and answers you need through reference services and in-depth research requests.

[nar.realtor/library](https://nar.realtor/library)

**Member Support**

Do you have questions about your membership in the REALTOR® organization? NAR’s Member Support will help you find the answer. Member Support is your single point of contact for everything NAR. Their experienced staff is available from 8 a.m. to 6 p.m. Central Time to assist you with your questions about NAR’s programs, initiatives, annual conferences, educational opportunities, member policies, the REALTOR Benefits® Program, NAR websites, and more. Call 1-800-874-6500, email [ContactNAR@realtors.org](mailto:ContactNAR@realtors.org), or webchat at [nar.realtor/help](https://nar.realtor/help).

---

**REALTOR® Magazine**

Stay up to date on real estate best practices, news, and trends through the award-winning REALTOR® Magazine. Members can choose print or digital delivery and can visit the magazine’s website for online-exclusive videos, quizzes, customer handouts, and more.

As a member, you can also sign up for the popular daily news and monthly business tips newsletters — and choose which topics you want to receive in NAR’s all-member weekly report, the Member’s Edge.

Access the magazine and its daily news anytime, anywhere through the free REALTOR® Magazine app, available for iPhone or Android.

[magazine.realtor](https://magazine.realtor)

**Global Opportunities**

Find the information, resources, and connections you need to thrive in the growing field of international real estate. NAR helps to open global opportunities for REALTORS® in the U.S. and outside the U.S. by supporting local and state association Global Councils, and connecting REALTORS® to members of our bilateral partners around the world.

[nar.realtor/global](https://nar.realtor/global)

**Commercial Real Estate**

NAR advocates for commercial issues to help you do business — and you can tap into an array of resources specific to your business including property data and analytic tools, research, technology, industry insights, and education through NAR’s affiliate organizations. Update your NRDS field of business to ensure you receive commercial-specific communications including *Commercial Connections*, a NAR magazine.

[nar.realtor/commercial](https://nar.realtor/commercial)

**REALTOR® Sustainability Program**

REALTORS® thrive in a culture of sustainability that promotes viability, resiliency, adaptability, and resource efficiency. Access tools supporting efficient and resilient homes and communities. Find resources on topics like solar energy, green valuation, and smart homes.

[nar.realtor/sustainability](https://nar.realtor/sustainability)
Official REALTOR® Designations and Certifications

Gain Specialized Knowledge with Designations and Certifications

In the current market, the time is now to add to your expertise to support prospective and current clients. Many designations and certifications are also available online for continuing education credit at the Center for REALTOR® Development at OnlineLearning.realtor.

Accredited Buyer's Representative (ABR®) Designation

Earn a competitive edge with a unique understanding of homebuyers' needs and how to best serve them, as well as specialized information on home buying topics and exclusive resources.

REBAC.net

At Home With Diversity (AHWD) Certification

The multicultural market is rapidly growing – and changing. Give yourself a competitive edge by learning how to work effectively with this clientele.

nar.realtor/AHWD

Certified International Property Specialist (CIPS) Designation

Foreign investment in U.S. real estate is taking place in all 50 U.S. states. The CIPS designation prepares you to assist in all aspects of international business, from attracting foreign investors to your local community to serving a multicultural buyer or helping local buyers invest abroad.

nar.realtor/global

NAR's e-PRO® Certification

NAR’s e-PRO® certification program helps REALTORS® master the advanced digital marketing techniques of today. With the e-PRO® certification, REALTORS® increase their ability to reach customers, expand their capabilities, and build trust by safeguarding client information.

ePRONAR.com

General Accredited Appraiser (GAA) Designation

Signifies advanced education and experience in commercial, industrial and residential property valuation.

nar.realtor/appraisal

NAR's Green Designation (GREEN)

This designation will allow you to guide your clients towards making informed choices about the resource efficiency and performance of the homes they live in, sell, and buy. Homeowners will gain the knowledge to make educated decisions about the value of green features in homes.

GreenRResourceCouncil.org

Official REALTOR® Designations and Certifications

Graduate, REALTOR® Institute (GRI) Designation

Stand out to prospective homebuyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects, as well as the fundamentals of real estate.

nar.realtor/GRI

Military Relocation Professional (MRP) Certification

When military personnel and their families relocate, the services of a real estate professional who understands their needs and timetables makes the transfer easier, faster, and less stressful. NAR’s Military Relocation Professional certification program teaches you about working with current and former military service members to find the housing solutions that best suit their needs and take full advantage of military benefits and support.

MilitaryRelocationPro.org

Pricing Strategy Advisor (PSA) Certification

Enhance your skills in pricing properties, creating CMAs, working with appraisers and guiding clients through the anxieties and misperceptions they often have about home values with the Pricing Strategy Advisor certification.

PricingStrategyAdvisor.org

Residential Accredited Appraiser (RAA) Designation

This signifies your advanced education and experience analyzing and developing valuations of residential property.

nar.realtor/appraisal

Resort & Second-Home Property Specialist (RSPS) Certification

Every market is a second-home market (think rental and investment properties), not just obvious resort areas. Investment and vacation home sales have surged, and a Resort & Second-Home Property Specialist is the best resource for this demographic.

nar.realtor/resort

Short Sales and Foreclosure Resource (SFR®) Certification

Designed for real estate professionals at all experience levels, this certification gives you a framework for understanding how to qualify sellers for short sales, develop a short sale package, negotiate with lenders, tap into buyer demand and safeguard your commission.

REALTORSFR.org

Seniors Real Estate Specialist® (SRES®) Designation

The wealthiest buyers and sellers in the country are over age 50. Understand their maturing motivations and build your business and resources as a Seniors Real Estate Specialist®.

SeniorsRealEstate.com
NAR Affiliate Designations and Certifications

**Accredited Commercial Manager (ACoM)**
(Institute of Real Estate Management)
Develop your specialized skills and learn new industry solutions and technologies as a commercial manager.
IREM.org

**Accredited Land Consultant (ALC)**
(REALTORS® Land Institute)
The designation of the most accomplished, trusted and skilled professionals in the business of land.
RLILand.com

**Accredited Management Organization® (AMO®)**
(Institute of Real Estate Management)
Recognizes excellence among real estate management firms.
IREM.org

**Accredited Residential Manager® (ARM®)**
(Institute of Real Estate Management)
The most recognized credential for residential real estate managers.
IREM.org

**Certified Commercial Investment Member (CCIM)**
(CCIM Institute)
Commercial investment real estate experts demonstrating unparalleled financial analysis skills.
CCIM.com

**Certified Property Manager® (CPM®)**
(Institute of Real Estate Management)
The premier real estate management credential for property and asset managers.
IREM.org

**Certified Real Estate Brokerage Manager (CRB)**
(Real Estate Business Institute)
The source for real estate business management and leadership solutions.
rebinstitute.com

**Counselor of Real Estate (CRE®)**
(The Counselors of Real Estate®)
The designation for only the most experienced and trusted advisors in real estate.
CRE.org

**Performance Management Network (PMN)**
(Women’s Council of REALTORS®)
The REALTOR® designation that combines today’s real-world skills with WCR’s powerful nationwide referral network.
WCR.org

**Real Estate Negotiation Expert (RENE)**
(Real Estate Business Institute)
This certification is for real estate professionals who want to sharpen their skills and serve as advocates for their clients.
rebinstitute.com

**Certified Residential Specialist (CRS)**
(Residential Real Estate Council)
The premier designation for residential sales agents.
CRS.com

**Seller Representative Specialist (SRS)**
(Real Estate Business Institute)
This designation is designed to recognize REALTORS® who professionally and ethically represent sellers.
rebinstitute.com

**Society of Industrial and Office REALTORS® (SIOR®)**
The most knowledgeable, experienced and successful industrial and office real estate brokers.
SIOR.com

The online REALTOR® Store offers hundreds of business-boosting products to help you succeed. View new publications, research reports, sale items, and more! Explore a diverse array of products and publications designed to meet the needs of all NAR members, from the new agent to the seasoned professional, then shop all REALTOR® Store products online!
nar.realtor/store

---

**Member Value Plus (MVP)**

It’s now easier than ever to earn free and discounted products from the REALTOR® Store by participating in NAR’s Member Value Plus (MVP) Program. Subscribe to the MVP Newsletter and start earning FREE products today that are curated to benefit your business, all by taking one simple action.
nar.realtor/mvp

Check the online REALTOR® Store often—we’re continuously adding new products. Also, remember to check out the sale section for FREE and discounted products and special offers.
### Sales and Marketing

**Real Estate Advertising Made Easy**
A complete marketing tool with a mix and match format to ad writing sets you apart from the competition.

- Item #: 141-121
  - Members: $29.95
  - Non-Members: $39.00

**Secrets of Top Selling Agents: The Keys To Real Estate Success Revealed**
Each chapter includes advice and tips from a different real estate superstar.

- Item #: 141-419
  - Members: $12.95
  - Non-Members: $16.95

**How To Become a Power Agent in Real Estate**
Gives real estate agents both the powerful sales techniques and the practical management tips they need to double their income by closing more transactions.

- Item #: 141-375
  - Members: $24.95
  - Non-Members: $34.95

**The Conversion Code**
Get the step-by-step system for capturing and converting online leads into closed sales at the highest rate possible.

- Item #: 141-405
  - Members: $25.00
  - Non-Members: $32.85

### Social Media

**Social Media for REALTORS® — VIP 4 Pack**
Completely updated, the VIP 4 Pack was created for REALTORS® by REALTORS®. Includes all four booklets.

- Item #: 135-71
  - Members: $32.95
  - Non-Members: $42.95

**How to Reach Millennials Through Instagram and Snapchat Webinar — Download**
Learn best practices for maximizing two of the fastest growing platforms, Snapchat and Instagram.

- Item #: E135-122
  - $29.95

### Sales and Marketing — Staging

**123 Sold! (DVD)**
This engaging and easy-to-follow DVD walks sellers through three simple steps to prepare their home for sale. Let them see how easy it is to transform their home from livable to sellable.

- Item #: 141-204 (DVD)
  - Members: $11.95
  - Non-Members: $16.95

**Get Ready, Get Set, Get Sold (DVD)**
This instructional video covers not only the preparation of the home, but also the presentation, including tips that make a buyer want to move in, not move on!

- Item #: 141-331 (DVD)
  - Members: $15.00
  - Non-Members: $20.00

**Prepping Your Home To Sell (DVD)**
This David Knox DVD will help increase the value and sales price of your listings. Show your clients the simple steps needed to sell their home.

- Item #: 141-178 (DVD)
  - Members: $39.00
  - Non-Members: $44.00

**Staging to Sell: The Secret to Selling Homes in a Down Market**
Everyone involved in the selling process must be better prepared. In order to sell homes at top dollar, houses must be prepared for sale. That’s where staging comes in.

- Item #: 141-336
  - Members: $19.95
  - Non-Members: $24.95

**The Consumer’s Guide to Real Estate Staging™**
Armed with the facts and statistics in this guide, homeowners will never sell another home without utilizing home staging – the #1 proven method to market their most valuable asset.

- Item #: 141-353
  - $24.95

### Technology

**Power Real Estate Emails and Letters**
Correspondence is an essential part of an agent or broker’s day-to-day business. This title offers professionals a variety of email and letter samples that can be adopted for any circumstance, saving time and resources.

- Item #: 141-272
  - Members: $32.85
  - Non-Members: $42.95

**7 Streams of Lead Generation Success — Webinar**
Find out how to utilize the seven streams that will lead you to successful lead generation strategies.

- Item #: E135-131
  - $29.95

**2019 Technology Trends**
Learn about how emerging technologies will affect the real estate industry in the coming year.

- Item #: E135-138
  - $29.95

---

**THERE’S MORE ONLINE!**

Check the online REALTOR® Store often—we’re continuously adding new products. Also, remember to check out the sale section for FREE and discounted products and special offers.

[nar.realtor/store](https://nar.realtor/store)
GET SAVINGS

Offers and savings designed for the professional and personal needs of REALTORS®.

REALTOR Benefits® Program
Designed with you in mind, NAR’s REALTOR Benefits® Program is your official member benefits resource, bringing you savings and special offers just for REALTORS®. Program partners are carefully selected, so you can be assured they understand the unique needs of real estate professionals and are committed to your success. In one year alone, over 800,000 REALTORS® saved $60 million and had over 26 million experiences through this program!
nar.realtor/RealtorBenefits

Grow Your Business • Gain a Competitive Edge • Save Time and Money

Technology Services
NAR’s official Bluetooth® REALTOR® lockbox system and leading provider of property access management solutions.

SentriLock

NOTE: Contact your broker, state or local association for additional assistance

Transaction Management
20% off electronic signature services and special plans from NAR’s exclusive eSignature provider.

DocuSign

20% off electronic signature services and special plans from NAR’s exclusive eSignature provider.

NOTE: For offices of six or more users, please call 1-877-720-2040

zipLogix

NAR benefit delivered through zipLogix™ technology at no cost featuring zipTMS® robust transaction management system, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates and access to the industry-standard zipForm® Plus forms engine.

NOTE: State and local forms libraries may also be available; some fees, set by state and local associations/boards, may apply.

NAR Strategic Investment Company

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.

GET SAVINGS

Personal Insurance

Liberty Mutual

NAR’s official auto, home, and renters insurance provider.

NOTE: You must mention your NAR membership and client #004639 to receive savings.

nar.realtor/LibertyMutual
1-800-809-9778

Brought to you by the NATIONAL ASSOCIATION OF REALTORS®

A roster of health and supplemental insurance options with complimentary consultative services.

RealtorsInsuranceMarketplace.com
1-877-267-3752

Inside the Marketplace

HEALTH

Members Health Insurance Exchange
Navigation and assistance with ACA-compliant major medical plans available through public exchanges.

Flexible Term Health Insurance
Flexible-term medical insurance.

REALTORS® CoreHealth Insurance
Guaranteed acceptance Limited Medical plan for everyday health care needs.

Tele Health
Health care via phone, tablet, web chat, or email.

Accident Protection
Supplemental plan for out-of-pocket medical expenses due to accident.

Members Medicare Exchange
Supplemental Medicare insurance options for 65+.

Drug Card America
A free discount prescription drug card.

DENTAL

REALTORS® Dental Insurance
100% in-network preventive care and benefits for over 370 procedures.

VISION

REALTORS® Vision Insurance
Exams, frames, lenses, and other eye health expenses.

PET INSURANCE

ASPCA Pet Health Insurance
Pet health insurance for cats and dogs.

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.
**Marketing Resources**

**ADWERX**
- Build your brand locally with a unique digital marketing benefit for REALTORS®. NAR members receive an exclusive 15% additional impressions on newly purchased and renewed online ad campaigns.
  
  - [nar.realtor/Adwerx](https://nar.realtor/Adwerx)
  - 1-888-622-5771

**BACK AT YOU MEDIA**
- Automate social media marketing for listings, content, and lead generation. Available for both the enterprise and individual agent.
  
  - [nar.realtor/BackAtYouMedia](https://nar.realtor/BackAtYouMedia)
  - 1-888-307-4520

**FedEx Office**
- 10% to 20% off select print and copy services, including flyers, signs, binding, and more.
  
  - [nar.realtor/FedExOffice](https://nar.realtor/FedExOffice)
  - 1-866-869-1171
  - PASSCODE LCRS8p01

**PLACESTER**
- Professional real estate websites just for REALTORS®, with IDX integration capability. Plus, advanced features and solutions at 20% off.
  
  - [nar.realtor/Placester](https://nar.realtor/Placester)

**REALTOR Team Store**
- 10% off your first order of REALTOR® logo-branded products, including pins, merchandise, and custom logo items.
  
  - [NarTeamStore.realtor](https://NarTeamStore.realtor)
  - 1-847-991-4010
  - COUPON CODE NARBenefits

**Financial Services**

**Intuit QuickBooks**
- Up to 50% off QuickBooks® Self-Employed, offering automatic mileage tracking, receipt capture, expense categorization, and more.
  
  - [nar.realtor/QBSE](https://nar.realtor/QBSE)

**Intuit TurboTax**
- Save up to $20 off TurboTax® federal products.
  
  - [nar.realtor/TurboTax](https://nar.realtor/TurboTax)

**New!**

**Travel and Automotive**

**FCA FIAT CHRYSLER AUTOMOBILES**
- $500 cash allowance on select vehicles, plus an exclusive maintenance contract from Mopar® Vehicle Protection, including oil changes, valued at up to $1,000.
  
  - [nar.realtor/FCA](https://nar.realtor/FCA)

**AVIS**
- Up to 25% off base rates on car rentals.
  
  - [nar.realtor/Avis](https://nar.realtor/Avis)
  - 1-800-525-7551
  - AWD CODE #A009701

**Budget**
- Up to 25% off base rates on car rentals.
  
  - [nar.realtor/Budget](https://nar.realtor/Budget)
  - 1-800-826-3703
  - BCD CODE #Y490601

**Hertz**
- Up to 25% off base rates on car rentals.
  
  - [nar.realtor/Hertz](https://nar.realtor/Hertz)
  - 1-800-654-3131
  - CDP CODE #182806

**Electronics and Mobile Technology**

**Dell**
- 2% to 40% off laptops, desktops, servers, and more.
  
  - [nar.realtor/Dell](https://nar.realtor/Dell)
  - 1-800-757-8442
  - DELL MEMBER ID 8569483

**Lenovo**
- Up to 35% off computers, tablets, smart devices, and more.
  
  - [nar.realtor/Lenovo](https://nar.realtor/Lenovo)
  - 1-800-426-7235, ext. 4827

**Sprint**
- Savings on wireless service and accessories.
  
  - [nar.realtor/Sprint](https://nar.realtor/Sprint)
  - CORPORATE CODES
  - ASNAR_ZMB (corporate-liable accounts)
  - ASNAR_ZMB_ZZZ (individual-liable accounts)

**Office Supplies and Services**

**FedEx Office**
- Up to 26% off with NAR’s exclusive shipping provider, including express and ground.
  
  - [nar.realtor/FedExOffice](https://nar.realtor/FedExOffice)
  - 1-866-869-1171
  - PASSCODE LCRS8p01

**General Notes**

- Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms and conditions.

---

**TIP!**

Save 29% when you purchase QuickBooks® Self-Employed and TurboTax® Self-Employed together!
GET SAVINGS

Risk Management

$50 off select home warranties for your own home.

- [American Home Shield](#)
- [nar.realtor/AmericanHomeShield](#)
- PRIORITY CODE NAR50

Premium credits with NAR’s preferred provider of errors and omissions insurance.

- [Victor G. Schnitzerer & Company, Inc.](#)
- [nar.realtor/VOS](#)
- 1-888-429-6638

Educational Tools

10% off select online designation and certification courses offered through the Center for REALTOR® Development. Visit [nar.realtor/RealtorBenefits/Education](#) for more information.

- **ABR**
  - Accredited Buyer's Representative Designation
  - COUPON CODE ABRNOW

- **e-PRO®**
  - NAR’s e-PRO® Certification
  - COUPON CODE EPRONOW

- **green**
  - NAR’s Green Designation
  - COUPON CODE GREENNOW

- **MRP**
  - Military Relocation Professional Certification
  - COUPON CODE MRPNOW

- **PSA**
  - Pricing Strategy Advisor Certification
  - COUPON CODE PSANOW

- **SRES®**
  - Seniors Real Estate Specialist® Designation
  - COUPON CODE SRESNOW

For more information on these designations and certifications, please see pages 8 – 10.

GET NOTICED

Become an expert in your community with exclusive tools and resources. Your clients will thank you.

REALTOR® Content Resource

Keep your communications with clients valuable and relevant. The REALTOR® Content Resource (RCR) from NAR’s award-winning consumer-facing website, HouseLogic.com, provides you, at no additional cost, with engaging and expertly written articles on home buying, selling, and ownership. Post RCR content on your website, print and distribute to customers, or link to it via social media. Hundreds of articles are available on home improvement, maintenance, tax, and insurance topics. [houselogic.com/members](#)

Real Estate Today Radio Show

Real Estate Today, the official radio program and podcast of NAR, educates consumers and positions REALTORS® as the number one resource for real estate activities. Listen to the show on 215 radio stations across America. Plus, put the show’s FREE audio player on your website. And, you can access the podcast anytime, anywhere on Amazon Echo, Google Assistant, Apple’s Siri, or Spotify Podcasts. [radio.realtor](#)

realtor.com®

Realtor.com® is one of the most visited homes-for-sale sites, with more than 60 million consumers visiting each month. All members have the opportunity to post their listings, with photos, for free.* At realtor.com® you can create a professional profile, collect reviews and recommendations, and keep your sellers updated on your listing activity. [realtor.com/engage](#)

*To receive this benefit, you must be an MLS participant, and your MLS must be a realtor.com® data content provider.

---

Indicates companies in which NAR has invested directly or through Second Century Ventures. This relationship allows the association to nurture the technological advancement and continued success of the real estate industry.

---

2019 CATALOG OF MEMBER RESOURCES

1-800-874-6500 ■ Nar.realtor
Top-Level Domains
As a REALTOR®, you need your own professional web and email address where clients can find you, and a digital marketing strategy that increases visibility around your areas of expertise. Power your real estate business with .realtor™ and .realestate—two top-level domains designed to support you and everything you do.

As a member of NAR, your first .realtor™ web address is FREE for the first year! Get your .realtor™ web and email addresses today, then, get your .realestate domains to support everything you do. get.realtor or get.realestate

Real Estate Property Resource® (RPR®)
RPR is a powerful real estate tool, with in-depth neighborhood and property data, powerful analytics and client-friendly reports. Use it on the go and in the field with any iOS or Android device. blog.narrpr.com

Research & Statistics
NAR’s Research Group is to produce timely, data-driven market analysis and authoritative business intelligence to serve members and inform consumers, policymakers, and the media in a professional and accessible manner. Access the latest research from NAR’s team of economists and researchers. nar.realtor/research

GET CONNECTED
NAR membership offers you numerous ways to connect with peers and thought leaders who are transforming real estate.

REach® and Second Century Ventures
NAR is driving innovation in the industry by investing in companies that are transforming real estate. Over the years, NAR has made investments in leading technology companies through Second Century Ventures, NAR’s venture capital arm, or through the REach® Accelerator. NAR looks for companies in which to strategically invest and connect with members to help improve the way you do business.

The REach® Accelerator seeks out the best emerging technology companies with business solutions geared toward helping REALTORS® around the globe. Apply for the REach® Insight panel to be among the first to receive access to technologies introduced by REach®. narreach.com

Young Professionals Network (YPN)
The Young Professionals Network is a dynamic entry point for real estate professionals striving to become more successful in their careers and gain leadership experience. YPN membership has no cost—and no age limit. Join online to receive discounts on incredible networking opportunities, gain ideas for making a mark with your local or state YPN, and start to tap into the dynamic YPN community. ypn.realtor
GET CONNECTED

Annual Conferences and Meetings
Take part in advancing the real estate industry at the 2019 REALTORS® Legislative Meetings & Trade Expo, May 13–18 in Washington, D.C. And find education, networking, motivation and fun at the largest industry event of the year, the 2019 REALTORS® Conference & Expo, November 8–11 in San Francisco.

Calendar of Events
Grow and create opportunities to extend your knowledge and expand your referral partner networks nationally and internationally by participating in events and programs like the REALTOR® Broker Summit, Innovation, Opportunity and Investment (iOi) Summit, Tech Edge Events, and your local, and state or regional conventions. Find a comprehensive list of REALTOR® organization events online.

Member Directories
Find a member or state or local REALTOR® association. You can also find contacts for NAR’s staff groups, committees, partners, federal agencies, and real estate specialties including appraisers, commercial brokers, organizations, and affiliates.

GET INVOLVED

NAR members are actively engaged in making their communities and their industry great. NAR provides resources to help.

REALTOR® Party Outreach Grants
Grants, training, technical assistance, and resources to enable REALTORS® and REALTOR® associations to become leaders in their community in four key areas — diversity, housing opportunity, land use, and smart growth.

REALTORS® Relief Foundation
When major disaster strikes, the REALTORS® Relief Foundation has one goal: to help families who have endured unimaginable loss with their short-term housing needs. To date, tens of millions of dollars in aid have poured into communities hit by wildfires, tornadoes, floods, and hurricanes. And every tax-deductible dollar you donate goes to disaster victims.

Good Neighbor Awards
In 2019, NAR celebrates the 20th year of the Good Neighbor Awards, which recognizes REALTORS® who make an extraordinary impact through volunteer work. This milestone means 200 REALTORS® have received more than $1.3 million in grants for the nonprofits they lead. Watch when the 2019 winners are honored during the REALTORS® Conference and Expo in San Francisco, where they will receive $10,000 in grants to benefit their charities.

Committee Involvement
Learn about the opportunities to be a leader of change through involvement in NAR committees. When you volunteer to serve on local, state, and national REALTOR® committees and workgroups, you will work alongside respected industry leaders to shape the future of the profession.

Leadership
Meet leaders of NAR and its affiliated institutes, societies, and councils.