

NAR STRATEGIC PRIORITIES

2019



Advancing Member and Consumer Communications

- » Magnify the association and members' value propositions by owning our REALTOR® story
- » Communications strategy is critical to maintaining our foothold at the forefront of the industry; relevancy depends on both member and consumer engagement
- » Improve consistency in our communications, reflecting our organization speaking with one voice in a position of authority and leadership
- » Amplify real time communications efforts—when NAR makes the news, our members will hear it first and directly from their association
- » Incorporate evolving technologies to maximize breadth, expediency, and precision



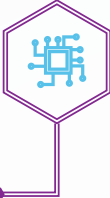
Redoubling of Efforts in Advocacy and Regulatory Monitoring

- » A polarized government means we must continue to heighten our advocacy work to deal with vital legislative issues coming our way
- » Rethink our approach to advocacy, highlighting other issues, such as technology, that can influence the real estate industry
- » Broaden NAR influence and increase consumer engagement through partnerships with like-minded organizations to enhance our advocacy influence and more visibly position REALTORS® as community leaders
- » Further educate brokers and members on the importance of advocacy involvement (*legislative and regulatory*) - for their business, their industry, and their community

turn over 



NATIONAL
ASSOCIATION of
REALTORS®



Heightening NAR's Role as a Steward of Data

- » Transition from a competitive stance with regard to data ownership to a position as the expert who can interpret the data and leverage it for decision-making within the industry and as a valued partner with the business sector, government, and with other organizations in and outside of real estate
- » Welcome and co-opt data from new tools (such as artificial intelligence) and other data sources
- » Heighten technology advocacy efforts in support of our members and the industry



Addressing Affordability and Supply Issues

- » Housing supply and affordability issues are a crisis for our communities and the economy
- » With deep ties in communities nationwide, REALTORS® have an acute awareness of these issues and are in a position to provide solutions
- » NAR is committed to working with its members to:
 - + Leverage state and local REALTOR® associations to take the lead in addressing housing affordability and availability in respective communities
 - + Develop and share resources that work uniquely in each community to address specific issues related to property affordability and supply
- » Visit realtorparty.realtor/supplyshortage to learn more



Enhancing the Member Experience

- » Continue to work for our members across various disciplines to:
 - + Raise the bar on professionalism
 - + Give our brokers and members the opportunity to be as successful as they choose to be
 - + Help provide business tools, resources, experiences and an environment conducive to success
 - + Alleviate the "environment of fear"
 - + Help brokers and members keep up with the latest technology to enhance their business processes and profitability and help them connect with all parties in the real estate transaction

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