2019 CATALOG of MEMBER RESOURCES



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.

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Visit <u>nar.realtor</u>, NAR's flagship website where you can keep up on all the programs, services, and news from NAR.

Visit the "My Account" section of <u>nar.realtor</u> to access your personalized NAR membership card, manage your newsletter subscriptions, and update your profile.

GET EMPOWERED

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

Commitment to Excellence



Commitment to Excellence (C2EX) is a cutting-edge, webbased 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, such as, client services, technology, and data privacy. These are 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

National Advertising Campaign

That's Who We R, NAR's national ad campaign, helps consumers understand that REALTORS® are real estate experts in their local communities who fight for real estate dreams and property rights. Go online to utilize campaign materials in your own social media, marketing and advertising, plus, order campaign merchandise!





Items shown not to scale



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

GET SUPPORTED

S GET SUPPORTED

NAR protects your ability to do business.

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 and improve member access to affordable health plans.



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.

333 Community Outreach grants were provided to 244 REALTOR® Associations to address housing, growth and community improvements in 48 states, totaling nearly \$870,000.

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.



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 NAR's consumer-focused 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

GET SUPPORTED

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

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

Library & Archives

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, mobile-friendly e-books, and audiobooks, an extensive database of articles, business letter templates, historical information, 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.

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 <u>ContactNAR@realtors.org</u>, or webchat at <u>nar.realtor/help</u>.

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

Commercial Listings Platforms

NAR forged partnerships with commercial listing platforms to offer commercial members the opportunity for nationwide listings exposure and ability to search available properties across the country. Integration with RPR also enables NAR's commercial members to streamline, manage and grow their business. Find out more about each platform and the exclusive member discounts. nar.realtor/commercialtools

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

GET NOTICED

Top-Level Domains

As a REALTOR®, you need your own professional web and email address where clients can find you, reaffirms you are in real estate to the the general public, and highlights your areas of expertise. Power your 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

Realtors Property Resource[®] (RPR[®])

RPR is the nation's largest property database, built exclusively for REALTORS[®]. It provides them with data, tools and reports so they can wow their clients and close more deals. It can be used on-the-go and in the field with any iOS or Android device. blog.narrpr.com

Research & Statistics

NAR's Research Group produces 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 analysts. <u>nar.realtor/research</u>



SET INVOLVED

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

Leadership

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



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. realtorparty.realtor/community-outreach

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. nar.realtor/relief



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. Their cumulative volunteer work

represents countless hours and hundreds of millions of dollars in fundraising for causes that make the world a better place. Watch when the 2019 winners are honored during the REALTORS® Conference & Expo in San Francisco, where they will each receive \$10,000 in grants to benefit their charities. nar.realtor/gna

Committee Involvement

Get involved with an NAR committee to become a leader of change. When you volunteer to serve on a national REALTOR® committee, you will work alongside respected industry leaders to shape the future of the profession. nar.realtor/committees

2019 CATALOG OF MEMBER RESOURCES

.realtor[™] .realestate

https://sandrabaxter.realtor

GET CONNECTED

SET CONNECTED

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

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.realtor

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



2018 REALTORS® Conference & Expo YPN Networking Reception. Noah Hayes Photography.

Annual Conferences and Meetings

Discover education, networking, motivation and fun at the largest industry event of the year, the 2019 REALTORS® Conference & Expo, November 8 – 11 in San Francisco. Choose from over 100 education sessions to learn about strategies and solutions that meet your clients' needs.



Then, browse the industry's largest trade show, with 400 exhibitors, to find products and services that will help you conduct business more profitably. In 2020, take part in advancing the real estate industry at the REALTORS® Legislative Meetings & Trade Expo, May 11 – 16 in Washington, D.C.. Conference.realtor | Legislative.realtor

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.

Juluuu January

nar.realtor/events



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. nar.realtor/directories

GET SAVINGS

CET 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

SentriLock

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



1 nar.realtor/SentriLock

1-866-736-2322

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. For individuals and offices up to five users,

- For individuals and offices up to five visit nar.realtor/DocuSign
- For offices of six or more users, please call 1-877-720-2040



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.



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

Personal Insurance



NAR's official auto, home, and renters insurance provider. NOTE: You must mention your NAR membership and client #004639 to receive savings.

1 nar.realtor/LibertyMutual





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 Exchang	Navigation and assistance with ACA-compliant major medical plans available through public exchanges.
FLEXIBLE TERM Health Insurance	Major medical coverage which can last from 30 to 364 days.
realtors® Core Health Insurance	Guaranteed acceptance Limited Medical plan for everyday health care needs.
✓ [™] MEMBERS TeleHealth [™]	Health care via phone, tablet, web chat, or email.
	Supplemental plan for out-of-pocket medical expenses due to accident.
Members Medicare Exchange	Supplemental Medicare insurance options for 65+.
	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	



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.

GET SAVINGS

GET SAVINGS

GET SAVINGS



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Risk Management



\$50 off select home warranties for your own home.
 <u>nar.realtor/AmericanHomeShield</u>
 PRIORITY CODE NAR50



1-888-429-6638

Educational Tools

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

ABR

DDA

areen

Accredited Buyer's Representative Designation

NAR's e-PRO[®] Certification

NAR's Green Designation
COUPON CODE GREENNOW

Military Relocation Professional Certification

Pricing Strategy Advisor Certification

Seniors Real Estate Specialist[®] Designation © COUPON CODE SRESNOW

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

GET AHEAD

Expand your knowledge and explore new interests.

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

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 the members of our 100 bilateral partners in 85 countries.

nar.realtor/global

Commercial Real Estate

NAR is an advocate for commercial issues to help you and your clients do business. Tap into an array of commercial-specific resources including property data and analytic tools through RPR, research data, technology tools, industry insights and increase your education through NAR's affiliate organizations. Update your NRDS field of business to ensure you receive communications including the monthly Commercial Digest email and *Commercial Connections*, a NAR magazine. 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



GET SAVINGS

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.

GET AHEAD

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.

epro.realtor

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. GREEN.realtor

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[®]. SRES.realtor

GET AHEAD

NAR Affiliate Designations and Certifications

Accredited Commercial Manager (ACoM) Counselor of Real Estate (CRE®)

(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

(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



nar.realtor/store

Shop the online REALTOR® Store by real estate topic:

- **Transactions**
- Property Issues
- \checkmark Being a REALTOR®
- Sales and Marketing
- 🖌 Legal



Get involved, get rewarded! Become an MVP!

Research

Real Estate

Commercial and Investment

🗹 Brokerage Management

Association Resources

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

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GET AHEAD

Item #: E135-127 Members: \$19.95

Non-Members: \$29.95

ltem #: 166-1084

Non-Members: \$36.75

Item #: E166-1084

Members: \$29.95

Members: FREE

Non-Members: \$12.95

ltem #: 166-153

ltem #: 166-81

Members: \$20.95

Non-Members: \$31.45

Item #: E166-81

Item #: E135-112

Members: \$6.95 Non-Members: \$12.95

Item #: E166-153

	Books" toget or separatel as a physica	y,
Being a REAL	product, or as	a
	 The "Little Book" Series 6-Pack R The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS® The Little Purple Book: International Rules to Live By for REALTORS® The Little Creen Book: Green Rules to Live By for REALTORS® The Little Red Book: Safety Rules to Live By for REALTORS® The Little Blue Book: Rules to Live By for REALTORS® The Little Blue Book: Rules to Live By for REALTORS® The Little Blue Book: Relationship Rules to Live By for REALTORS® 	Item #: 135-118 Members: \$28.75 Non-Members: \$38.75 Item #: E135-118 Members: \$53.75 Non-Members: \$99.75
BETTING IT SOLD	Getting It Sold – Your Resource for Staging, Curb Appeal and Selling Success Help consumers prepare their home for sale with proven methods on curb appeal, staging, showing, and updating a home for selling success. Sold in packages of 100.	Item #: 135-70 Members: \$29.95 Non-Members: \$39.95 Item #: E135-70 Members: \$4.95 Non-Members: \$12.95
TISA GREAT OVVNI	It's a Great Time to OWN R Get your sales moving and get buyers off the fence. Sold in packages of 100.	Item #: 135-87 Members: \$29.95 Non-Members: \$39.95
	It Pays to Work with a REALTOR® This brochure outlines key differences between a REALTOR® and a licensee, benefits that REALTORS® provide, and how REALTOR® designations benefit consumers. Sold in packages of 100.	 Item #: 135-30 Members: \$29.95 Non-Members: \$47.25 Item #: E135-30 Members: \$6.95 Non-Members: \$12.95 Also available in Spanish and Portuguese.
Brokerage Ma	nagement	
Real Estate Brokerage Essentials	Real Estate Brokerage Essentials®: Navigating Legal Risks and Managing a Successful Brokerage – Fourth Edition R Created by NAR's Legal Team, this is your essential guide to running a successful brokerage.	Item #: 126-359 Members: \$32.95 Non-Members: \$49.95
21 Things I Wish My Broke	21 Things I Wish My Broker Had Told Me: Practical Advice for Real Estate Professionals Written with humor and insight, this publication provides hands-on advice to help agents start or maintain their career.	ltem #: 141-237 \$19.45
	Why Rent When You Can Buy? This brochure outlines the financial benefits of owning a home, including mortgage interest, property tax deductions, and mortgage principal accumulation. Sold in packages of 100.	 ▶ Item #: 186-90 ▶ Members: \$29.95 ▶ Non-Members: \$50.00 ▶ Item #: E186-90 ▶ Members: \$6.95 ▶ Non-Members: \$29.95 Also available in Spanish.
	Power Teams: The Complete Guide to	Itom # 1/1-300

Legal Issues – Diversity and Fair Housing

Fair Housing Sales and Rental:

The information covered includes fair housing

professionals, and checklists to ensure proper

Antitrust 101 for Real Estate Professionals –

2018 NAR Profile of Home Buyers and

2019 Member Profile – Download 🛽 🖳

demographic, education, tenure, agency

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