WELCOME TO YOUR
NATIONAL ASSOCIATION OF REALTORS®
MEMBERSHIP GUIDE
WHAT IS THE NATIONAL ASSOCIATION OF REALTORS®?
The National Association of REALTORS® (NAR) is America’s largest trade association, representing 1.4 million members, including NAR’s institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

WHAT IS NAR’S MISSION?
NAR’s mission is to empower REALTORS® as they preserve, protect, and advance the right to real property for all.

WHAT IS NAR’S VISION?
NAR’s vision is to be a trusted ally, guiding its members and those they serve through the ever-evolving real estate landscape.

WHAT IS NAR’S DIVERSITY & INCLUSION STATEMENT?
NAR fully embraces perspectives from all walks of life—regardless of race, ethnicity, gender, religion, age, sexual orientation, gender identity, disability, national origin, socioeconomic status, political affiliation, or any other qualities by which we may define ourselves. Read NAR’s full Diversity and Inclusion Statement at nar.realtor.

DID YOU KNOW?
When joining your local association/board, you automatically are a member of NAR. Visit nar.realtor for more information on your member benefits, and after logging in, make sure to visit the “My Account” section to access your official NAR membership card.
REALTOR® BRAND
The REALTOR® brand represents ethics and expertise.

TRADEMARKS
Distinguish yourself as a REALTOR® by using the REALTOR® trademark, one of the strongest brands in the world.

CODE OF ETHICS
The REALTORS® Code of Ethics is the cornerstone of the REALTOR® organization and a distinguishing characteristic of your membership.

PROFESSIONALISM PROGRAM: C2EX
Commitment to Excellence (C2EX) is an award-winning, web-based program that focuses on 10 areas of professionalism and leads to an endorsement from NAR. Set yourself apart with this commitment to professional growth.

TOP-LEVEL DOMAINS
Reaffirm you’re in the real estate profession by obtaining a professional web and email address with .realtor™ and .realestate top-level domains. As an NAR member, your first .realtor™ web address is free for the first year.

CONSUMER-FACING PROGRAMS
These programs educate consumers on the value of REALTORS®, homeownership, and more.

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.

EDUCATION & ADVOCACY PROGRAM
Collaborating with state and local associations, the Consumer Advocacy Outreach Program educates and engages 9 million consumers across the country on important real estate issues and legislation.

RADIO PROGRAM
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.
EDUCATIONAL OPPORTUNITIES

Expand your knowledge on an array of topics and in a variety of ways.

OFFICIAL REALTOR® DESIGNATIONS & CERTIFICATIONS

Many designations and certifications are available online for continuing education credit at the Center for REALTOR® Development. OnlineLearning.realtor

ACCRREDITED BUYER’S REPRESENTATIVE (ABR®) DESIGNATION*

Gain an understanding of homebuyers’ needs and how to best serve them.

REBAC.net

AT HOME WITH DIVERSITY (AHWD) CERTIFICATION

The multicultural market is rapidly growing. Give yourself a competitive advantage by learning how to work effectively with all clientele.

nar.realtor/AHWD

CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) DESIGNATION

The CIPS designation prepares you to assist in all aspects of international business.

nar.realtor/Global

E-PRO® CERTIFICATION*

This program helps REALTORS® master the advanced digital marketing techniques of today.

ePRO.realtor

GENERAL ACCREDITED APPRAISER (GAA) DESIGNATION

This designation signifies advanced education and experience in commercial, industry, and residential property valuation.

nar.realtor/Appraisal

GREEN DESIGNATION*

This designation allows you to guide your clients towards making informed choices about the resource efficiency and performance of homes.

GREEN.realtor

GRADUATE, REALTOR® INSTITUTE (GRI) DESIGNATION

Stand out to prospective homebuyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects.

nar.realtor/GRI

MILITARY RELOCATION PROFESSIONAL (MRP) CERTIFICATION*

This certification 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 home values with this certification.

PricingStrategyAdvisor.org

RESIDENTIAL ACCREDITED APPRAISER (RAA) DESIGNATION

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

nar.realtor/Appraisal

RESORT & SECOND-HOME PROPERTY SPECIALIST (RSPS) CERTIFICATION

Investment and vacation home sales have surged, and a Resort & Second-Home Property Specialist is the best resource for this demographic.

nar.realtor/Resort

*Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.
EDUCATIONAL OPPORTUNITIES

SHORT SALES AND FORECLOSURE RESOURCE (SFR®) CERTIFICATION

This certification gives you a framework for understanding how to qualify sellers for short sales, develop a short sale package, and more.

For more information, visit REALTORSFR.org.

SENIORS REAL ESTATE SPECIALIST® (SRES®) DESIGNATION*

Understand the motivations of buyers and sellers over the age of 50 as a Seniors Real Estate Specialist®.

For more information, visit SRES.realtor.

*Get 10% off these courses. Visit nar.realtor/RealtorBenefits/Education for more information.

OTHER EDUCATIONAL RESOURCES

COMMERCIAL REAL ESTATE TOOLS

Tap into an array of commercial-specific resources, including property data and analytic tools through Realtors Property Resource® (RPR®), research data, technology tools, and more. Receive Commercial Digest and other communications that help keep you on top of industry news.

For more information, visit nar.realtor/Commercial.

OTHER EDUCATIONAL RESOURCES

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For more information, visit nar.realtor/Commercial.

SAFETY RESOURCES

The REALTOR® Safety Program provides extensive resources like webinars, videos, and more to help you establish protocols that will keep you safe on the job.

For more information, visit nar.realtor/Safety.

SUSTAINABILITY PROGRAM

Access tools supporting efficient and resilient homes and communities for state and local boards. There are resources on topics ranging from solar energy to smart homes.

For more information, visit nar.realtor/Sustainability.

MAGAZINE

Stay informed on real estate best practices, news, and trends through the award-winning REALTOR® Magazine, available in both print and digital formats.

For more information, visit Magazine.realtor.

REAL ESTATE LIBRARY

Access the largest real estate library collection in the world, borrow digital books, and get answers to your questions from NAR’s librarians through research requests.

For more information, visit nar.realtor/Library.

For a list of NAR Affiliate Designations and Certifications, visit nar.realtor/Designations.
REAL ESTATE PRODUCTS & SERVICES

Become an expert in your community with exclusive tools and resources from NAR.

REALTOR® STORE

The online REALTOR® Store offers hundreds of business-boosting products to help you succeed. The top products in each category are listed below. You can view the full line up of products at nar.realtor/Store.

EASY ACTIONS. BIG REWARDS.

Sign up for the Member Value Plus (MVP) Program e-newsletter at nar.realtor/MVP to start earning products from the REALTOR® Store, gift cards, and exclusive offers for FREE.

New MVP Program offer released every two weeks on the 1st & 16th of the month. Complete the action within the two-week time period. Most actions take 2 minutes or less! Redeem your rewards! It’s SO easy!

ANNUAL CONFERENCES AND MEETINGS

The REALTORS® Legislative Meetings & Trade Expo is where about 9,000 NAR members come together in Washington, DC each year to advance the real estate industry, public policy, and the association.

[Legislative.realtor]

The REALTORS® Conference & Expo is the real estate industry’s largest annual event, where approximately 20,000 REALTORS® and guests come together for four days of networking, education, motivation, and fun.

[Conference.realtor]

GLOBAL OPPORTUNITIES

Find the resources and connections you need to thrive in international real estate. Connect to the members of the 100 bilateral partners in over 85 countries.

[nar.realtor/Global]

YOUNG PROFESSIONALS NETWORK (YPN)

Join the dynamic YPN community, consisting of more than 20,000 REALTORS®, to become more successful in your career and gain leadership experience.

[YPN.realtor]
REAL ESTATE PRODUCTS & SERVICES

BEING A REALTOR®

It's a Great Time to OWN

BROKERAGE MANAGEMENT

Real Estate Brokerage Essentials®

21 Things I Wish My Broker Had Told Me

SALES & MARKETING

Secrets of Top Selling Agents: The Keys to Real Estate Success Revealed

NEW! Exactly What to Say for Real Estate Agents

SOCIAL MEDIA

Real Estate Marketing Playbook

UPDATED! Social Media for REALTORS® VIP 4 Pack

Power Teams: The Complete Guide to Building and Managing a Winning Real Estate Agent Team
### REAL ESTATE PRODUCTS & SERVICES

#### SOCIAL MEDIA

<table>
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#### RESEARCH

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<tr>
<td>2019 Remodeling Impact Report</td>
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<tr>
<td>NEW! Staging the Power That Sells Real Estate</td>
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#### STAGING

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<td>NEW! 2019 Profile of Home Buyers and Sellers</td>
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<tr>
<td>Staging to Sell: The Secret to Selling Homes in a Down Market</td>
<td>$19.95</td>
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<tr>
<td>123 Sold! DVD</td>
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</table>
REAL ESTATE DATA & REPORTING: RPR®

Realtors Property Resource® (RPR®) provides REALTORS® data, tools, and reports so they can “wow” their clients, and close more deals. Use it on-the-go and in the field with any iOS or Android device.

narrpr.com

LEGAL & RISK MANAGEMENT RESOURCES

NAR keeps members abreast of emerging risk management issues with a number of resources, including the Window to the Law monthly video series, hundreds of searchable legal case summaries, and the Legal Pulse quarterly report. Plus NAR’s Legal Action Program provides financial assistance for litigation of significance related to real estate.

nar.realtor/Legal

REAL ESTATE DATA & REPORTING: RPR®

NAR has partnered with commercial listing platforms, ensuring commercial members get nationwide listings exposure. Members are also able to search available properties across the country, while receiving member-exclusive discounts on their services.

nar.realtor/CommercialTools

FINANCIAL WELLNESS TOOLS

The Center for REALTOR® Financial Wellness provides financial insight through free webinars, live events, and an interactive platform with tools and calculators to help you prepare for your financial future.

FinancialWellness.realtor

OTHER RESOURCES

NEW BUSINESS BOOSTING TITLES

The Modern Real Estate Professionals Guide to Success

$19.95

Listing Boss: The Definitive Blueprint for Real Estate Success

$16.99

111 Lead Generation Techniques

$19.95

2020 Technology Trends Webinar

$29.95

Purchase all of these products and many more at nar.realtor/Store!
REAL ESTATE PRODUCTS & SERVICES

MEMBER SAVINGS
Get offers to meet your professional and personal needs.

REALTOR.COM®
Post your listings with photos for free*, create a free professional profile, collect reviews, and more on realtor.com®, one of the most visited homes-for-sale sites.

REALTOR BENEFITS® PROGRAM
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.

EMERGING TECHNOLOGY
NAR’s Emerging Technology team is at the forefront of researching and understanding technology that may enrich or disrupt the real estate industry. Through creating relationships within the tech industry, the team is helping to ensure that NAR is fully engaged in and part of the ever-changing world of real estate technology.

TECHNOLOGY INVESTMENT PROGRAMS
NAR drives innovation in the industry by investing in technology companies through Second Century Ventures, NAR’s venture capital arm, and the global REACH accelerator, which seeks out the best emerging technology companies with business solutions geared toward helping REALTORS® in all sectors of real estate. Members can get exclusive access to test and use innovative products and services offered by REACH companies by joining the REACH Insight Panel by visiting the website.

TRANSACTION MANAGEMENT
Simplify real estate transactions with your comprehensive transaction management system provided by NAR, featuring zipTMS®, unlimited zipVault® document storage, an exclusive NAR library of REALTOR® Forms & Templates, and access to the industry’s number one forms engine, zipForm® Plus – all at no cost.

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

REALTOR® BENEFITS® PROGRAM
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.

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

PERSONAL INSURANCE

NAR's official auto, home, and renters insurance provider. Your clients can also save through Liberty Mutual’s Auto Referral Program™, while you earn a referral bonus (where available).

[Link: nar.realtor/LibertyMutual]

Brought to you by the National Association of REALTORS®, this marketplace offers a roster of health and supplemental insurance options with complimentary consultative services.

[Link: RealtorsInsuranceMarketplace.com]

HEALTH

Navigation and assistance with ACA-compliant major medical plans available through public exchanges.

Major medical coverage which can last from 30 to 364 days.

Guaranteed acceptance Limited Medical plan for everyday health care needs.

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

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

Supplemental Medicare insurance options for 65+.

A free discount prescription drug card.

100% in-network preventive care and benefits for over 370 procedures.

Exams, frames, lenses, and other eye health expenses.

Pet health insurance for cats and dogs.

MARKETING RESOURCES

Dive into digital advertising and build your brand through targeted campaigns in your local area and sphere. Receive 15% additional impressions on newly purchased and renewing campaigns, which can be combined with other eligible discounts.

[Link: nar.realtor/Adwerx]

Automate social media marketing for listings, content, and lead generation. Available for both the enterprise and individual agent.

[Link: nar.realtor/BackAtYou]
MARKETING RESOURCES

**FedEx Office**

10% to 20% off select print and copy services, including business cards, flyers, signs, binding, and more.

[ nar.realtor/FedExOffice ]

**Placester**

20% off professional real estate websites, which include IDX integration capability, advanced property search, multiple site designs, unlimited pages, and more.

[ nar.realtor/Placester ]

**REALTOR® Team Store**

10% off your first order of REALTOR®-logo branded products, including pins, merchandise, and custom logo items. **Now available:** “That’s Who We R” merchandise.

[ NarTeamStore.realtor ]

**ReferralExchange**

Beginning in March 2020: enjoy access to exclusive benefits when signing up for professional lead verification and qualification services from ReferralExchange.

[ nar.realtor/ReferralExchange ]

ELECTRONICS & MOBILE TECHNOLOGY

**Dell**

Members-only pricing on laptops, desktops, electronics & accessories, servers, and more.

[ nar.realtor/Dell ]

**Lenovo**

Up to 40% off computers, tablets, smart devices, and more.

[ nar.realtor/Lenovo ]

**Sprint**

Special pricing on Sprint’s popular Unlimited plans, 25% discount on select accessories, up to 10% on add-on mobile technology services, plus a $100 bill credit, available when activating a new smartphone for a new business line of service, and more. Maximize your savings – Sprint’s national offers are stackable on top of the NAR benefits.

[ nar.realtor/Sprint ]

OFFICE SUPPLIES & SERVICES

**FedEx**

Up to 26% off with NAR’s exclusive shipping provider, including express and ground.

[ nar.realtor/FedEx ]

Program availability and eligibility requirements may vary by partner program. See partner websites for details, terms, and conditions.
$500 cash allowance on select vehicles, plus an exclusive maintenance contract, including oil changes. When combined, these benefits are valued at up to $1,000. Offer stackable with most incentives.

**TRAVEL & AUTOMOTIVE**

**FCA**

$500 cash allowance on select vehicles, plus an exclusive maintenance contract, including oil changes. When combined, these benefits are valued at up to $1,000. Offer stackable with most incentives.

[nar.realtor/FCA](nar.realtor/FCA)

**AVIS**

Up to 25% off base rates on car rentals.

[nar.realtor/Avis](nar.realtor/Avis)

**Budget**

Up to 25% off base rates on car rentals.

[nar.realtor/Budget](nar.realtor/Budget)

**Hertz**

Up to 25% off base rates on car rentals.

[nar.realtor/Hertz](nar.realtor/Hertz)

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

**RISK MANAGEMENT**

**American Home Shield**

$50 off select home warranties for your own home.

[nar.realtor/AmericanHomeShield](nar.realtor/AmericanHomeShield)

**CyberPolicy**

Protect your real estate business with cyber liability insurance policies from first-class carriers created specifically to meet the unique needs of real estate practitioners. REALTOR®-owned brokerages have access to NAR-exclusive premium discounts and enhanced coverage, including client phishing fraud, with support to help quickly restore your business if cyberattack or fraud occurs.

[nar.realtor/CyberPolicy](nar.realtor/CyberPolicy)

**Victor**

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

[nar.realtor/Victor](nar.realtor/Victor)

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

ADVOCACY OPPORTUNITIES
NAR protects your ability to do business.

REALTOR® PARTY
From city halls to Capitol Hill, the REALTOR® Party supports candidates and advances public policies that protect homeownership, promote a vibrant business environment and build strong communities.

REALTORS® POLITICAL ACTION COMMITTEE (RPAC)
RPAC is a nonpartisan, voluntary way to advocate on behalf of REALTORS® and real estate issues and have a voice in the future of the industry.

NAR ACADEMY
NAR and Columbia College have formed the largest exclusive educational partnership in America. Apply and earn a degree in real estate and relevant certificates. Enrolled NAR members can receive a $100 scholarship, per eligible course. Learn more about this benefit offered through NAR’s REALTOR Benefits® Program at the website below.

RealtorParty.realtor

EDUCATIONAL TOOLS

NAR MEMBERSHIP GUIDE (800) 874.6500 • nar.realtor

REALTORS® POLITICAL ACTION COMMITTEE
RealtorParty.realtor/RPAC

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RealtorParty.realtor/nar-academy

DESIGNATIONS & CERTIFICATIONS

10% off select online designation & certification courses, offered through the Center for REALTOR® Development. Visit nar.realtor/RealtorBenefits/Education for more information.

RealtorParty.realtor/RealtorBenefits/Education

Accredited Buyer’s Representative Designation

NAR’s e-PRO® Certification

NAR’s Green Designation

Military Relocation Professional Certification

Pricing Strategy Advisor Certification

Seniors Real Estate Specialist® Designation

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

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NAR Strategic Investment Company
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.

NAR MEMBERSHIP GUIDE (800) 874.6500 • nar.realtor
GET INVOLVED!

WANT TO BECOME A LEADER IN THE REAL ESTATE INDUSTRY?
Volunteer to serve on a national REALTOR® committee to shape the future of the real estate profession.

nar.realtor/Committees

WANT TO BECOME A LEADER IN YOUR LOCAL COMMUNITY?
Take advantage of REALTOR® Party’s community outreach grants, training, and more to become a leader in your community.

RealtorParty.realtor/Community-Outreach

WANT TO GIVE BACK?
Donate to the REALTORS® Relief Foundation and help disaster victims.

nar.realtor/Relief

ALREADY GIVING BACK?
Apply for NAR’s Good Neighbor Awards, which recognize REALTORS® for extraordinary accomplishments in community service, or Volunteering Works, NAR’s program that helps REALTOR®-driven volunteer efforts grow by providing seed money and mentoring from past Good Neighbor Award winners, who are experts in nonprofit leadership.

nar.realtor/GNA
QUESTIONS
ABOUT YOUR
MEMBERSHIP

CONTACT NAR’S MEMBER SUPPORT TEAM FOR ASSISTANCE!

(800) 874.6500

CONTACTNAR@REALTORS.ORG

nar.realtor/HELP

CONNECT
WITH US!

@nardotrealtor @narealtors

@National Association of REALTORS®